



OPEN STUDIOS ART TOUR 2026 MARKETING TOOLKIT

For programing-related questions, reach out to:
bree@artscouncilsc.org

For marketing-related questions, reach out to:
mercedes@artscouncilsc.org



OCTOBER 2026

- **October 3–4:** **South County** Studios
- Santa Cruz Yacht Harbor South
- 143 Studios

- **October 10–11:** **North County** Studios
- Santa Cruz Yacht Harbor North
- 211 Studios

- **October 17–18:** **All County** Studios
- Santa Cruz County
- 250 Studios

- **Hours:** 11am–5pm
- **Days:** Saturday & Sunday

CLICK TO ACCESS

- > [Press Release](#)
- > [Digital Artist Guide](#)
- > [Website Artist Directory](#)
- > [Downloadable Graphics](#)
- > [Photography & Video](#)
- > [Download the NEW Mobile App](#)

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- > [Blog: Discover the Creative Side](#)
- > [Blog: The Curators' Guide to OS](#)
- > [2026 Visitor Survey](#)
- > [Newsletter Sign-Up](#)
- > [Resources for Artists](#)
- > [ACSCC Logo](#)

OPEN STUDIOS ART TOUR 2026 MARKETING TOOLKIT



PLAN YOUR TOUR

- [Artist Directory](#)
- [Digital Artist Guide](#)
- [Visitor FAQ](#)

Printed Guide

- Pick up a guide at Good Times locations, preview exhibit galleries, and public libraries, while supplies last.

Download the free [NEW Mobile App](#)

Search *Santa Cruz Open Studios* on the App Store & Google Play

Follow IG: [@artscouncilsc](#) FB: [@artscouncilsc](#)

#santacruzopenstudios #openstudiossantacruz #artscouncilsc

On the Tour

- ✓ Follow the green signs as you journey across the county

Preview Exhibits

- ✓ M.K.Contemporary Art: Sept 25–Oct 25
- ✓ Santa Cruz Art League: Oct 2–Oct 18
- ✓ Pajaro Valley Arts: Sept 26–Oct 18

DISCOVER the work of artists participating in this year's tour.

EXPERIENCE the creative process first hand

CONNECT with artists and purchase directly

Open Studios Art Tour is a program of [Arts Council Santa Cruz County](#)
Sponsored by GoodTimes & West Coast Community Bank

OPEN STUDIOS ART TOUR 2026 MARKETING TOOLKIT



M.K. Contemporary Art

Main preview exhibit featuring **all** Santa Cruz County Open Studios artists

- **Exhibit Open:** Sept 25–Oct 25
- **Hours:** Thurs–Sun | 11am–5pm
- **Opening Reception:** Sat, Sept 26 | 3–6pm
- **First Friday:** Oct 2 | 5–8pm

📍 703 Front Street, Santa Cruz

☎ 408-250-2224

🌐 [m.k. contemporary art](http://m.k.contemporary.art)

Pajaro Valley Arts

Preview exhibit featuring only **South County** Open Studios artists

- **Exhibit Open:** Sept 26–Oct 18
- **Hours:** Tues–Sat | 11am–4pm
- **Opening Reception:** Thurs, Oct 1 | 5–7pm

📍 280 Main Street, Watsonville

☎ 831-722-3062

🌐 pvarts.org

Santa Cruz Art League

Far Out - Preview exhibit featuring only **North Coast & Santa Cruz mountains** Open Studios artists

- **Exhibit Open:** Oct 2–18
- **Hours:** Thurs–Sun | 11am–5pm
- **Opening Reception:** Fri Oct 2 | 5–8pm

📍 526 Broadway, Santa Cruz

☎ 831-426-5787

🌐 scal.org

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Location

Santa Cruz County

COPY & PASTE

You're invited to the 41st annual Open Studios Art Tour! Explore the county and discover artists' studios, experience the creative process firsthand, and find original artwork to take home.

From Watsonville to Davenport, over 350 local artists will open their creative spaces for you to discover!

Studios are open 11am–5pm

- **Oct 3–4:** South County
- **Oct 10–11:** North County
- **Oct 17–18:** All County

Plan Your Visit

 Artist Directory & FAQ's: santacruzopenstudios.com

 [Digital Artist Guide](#)

 Printed Artist Guide: Pick up a guide at Good Times locations, preview exhibit galleries, and public libraries, while supplies last.

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