

2026 Hidden Studios Art Tour

Artist Policies and Contract

Art Along the Ice Age Trail

Tour Dates: October 2–4, 2026

Deadline: Friday, January 16, 2026

Website: HiddenStudiosArtTour.com

Email: art@hiddenstudiosarttour.com

Contact: Paul Klein • 715-570-5064

Welcome

Welcome to the Hidden Studios Art Tour! We are thrilled to have you as part of the 2026 event. Your participation helps the tour maintain its reputation as a high-quality, working-studio art experience in Central Wisconsin. Together, we create personal connections between artists and visitors, highlight our creative region, and ensure an enjoyable and profitable weekend for all.

Artist Responsibilities

Payment

- Submit a **\$325 guest artist fee** or **\$300 studio host fee** (non-refundable).
 - Checks payable to **Hidden Studios Art Tour**.
 - Mail to **Julie Jagielo, 9965 Two Lakes Road, Almond, WI 54909**.
 - **Split Payment Option:** \$150 due **Friday, January 16, 2026**, remaining balance due **Monday, June 1, 2026**.
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Image Requirements

Provide **five professional-quality images** of your artwork for the brochure and marketing.

- File format: JPEG, TIFF, or PNG
- Size: 2–10 MB, minimum 300 dpi, color space sRGB
- Include a variety of vertical, square, and horizontal formats
- Submit material with google forms and links

Artist Information

Submit the following with your images:

- Artist Photo (for brochure and website)
 - Artist Statement (300 words or less)
 - Artist Bio (education, background, accomplishments)
 - Brief Materials/Process Description (2–3 lines for brochure)
- Send via email or Dropbox to **art@hiddenstudiosarttour.com**
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Promotion

- Distribute brochures and posters to art-friendly venues.
 - Share digital brochures and newsletters with your mailing list.
 - Promote the Tour on your social media and website.
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Participation

- Attend and display during all Tour hours:
 - Friday–Saturday: 10:00am–5:00pm
 - Sunday: 10:00am–4:00pm
 - Take part in the **pre-Tour exhibit** at the Jensen Center in Amherst (one piece of art).
 - Attend any artist dinner or group event if possible.
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Guest Artists

- Contact your studio host at least **two months before the Tour** to coordinate display setup.
 - Provide your own display system (stands, panels, lights, etc.).
 - Assist your host with studio setup and cleanup, and share food or supply costs as needed.
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Demonstrations

Visitors love to see artists at work! Please be prepared to explain or demonstrate your process if possible. Photo boards, short videos, or live demos are encouraged. Coordinate with your host if you need demo space.

Artwork Standards

- Exhibit only your own original work, in the medium for which you were accepted.
 - Maintain professional, tasteful presentation and an ample inventory.
 - Only accepted artists may exhibit.
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Safety and Insurance

- Artists are encouraged to carry their own liability insurance.
 - Hidden Studios provides an event policy for general liability.
 - Studio hosts must provide a safe, accessible environment for visitors.
 - Alcohol may not be consumed during open hours.
 - Smoking and pets are not permitted during the Tour.
 - Hosts must ensure bathroom or porta-potty access for guests.
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Recordkeeping

- **Sales Totals:** Report total three-day sales to your host at the end of the Tour. (Confidential, for internal statistics only.)
 - **Mailing List:** Provide names and emails of your customers to your host, who will forward to Paul Klein.
 - **Taxes:** Artists are responsible for their own sales tax collection and reporting.
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Steering Committee Responsibilities

The Hidden Studios Steering Committee agrees to:

- Provide professional brochures and promotional materials.
 - Manage the mailing of brochures to patrons and mailing lists.
 - Maintain and update the HiddenStudiosArtTour.com website with artist profiles and links.
 - Coordinate marketing with newspapers, social media, and visitor bureaus.
 - Solicit sponsors and coordinate regional promotions.
 - Ensure a welcoming, professional, and profitable event environment.
 - Guest Artists are invited for a **two-year term**, provided they meet all participation expectations.
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Artist Checklist

All materials due **Friday, January 16, 2026**

- \$300 (studio host) or \$325 (guest artist) payment, or \$150 deposit

Mail your check to:

Julie Jagielo

9965 Two Lakes Road

Almond, WI 54909

Submit through Google Forms:

- 5 high-resolution images (300 dpi, varied formats)
 - Artist photo (300 dpi)
 - Artist statement (under 300 words)
 - Brief process description (2–3 sentences)
 - Artist biography
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