

# Hidden Studios

*A Tour of Working Studios in Central Wisconsin*

## Hidden Studios Tour Policies and Contract

October 6, 7 & 8, 2023

HiddenStudiosArtTour.com ▪ hiddenstudiosarttour@gmail.com ▪ Paul Klein 715-824-2624

Please read these policies carefully ▪ Keep page 1 & 2 for your records.

Deadline is Monday, January 16, 2023

Greetings and welcome to Hidden Studios Art Tour! We are very pleased to have you join us for the 2023 Tour. Your contributions as a fine artist will help the Tour retain its premiere reputation as a working studios tour. Your participation in the Tour will help ensure our commitment to providing a public art event of high quality and artistic diversity. Our goal is to provide personal one-on-one opportunities for visitors to ask questions, to see where and how work is created and to define the Ice Age Trail area of central Wisconsin as an art destination. Additionally, we want to have an enjoyable and profitable weekend for all participants.

Achieving these goals takes work and commitment from everyone. The Tour Steering Committee completes work on the brochure in February at which time we need images (properly sized!!) and all required documents and fees. (See checklist) Therefore, it is critical that you read this agreement and abide by the timelines. This agreement outlines what is expected of you as well as what you can expect from the group as a whole. If you have any questions, please call your host, or a steering committee member.

The artist agrees to:

- ◆ Payment: Submit a \$275 (studio host) or \$300 (guest) non-refundable fee and signed contract for the 2023 Hidden Studios Tour. Paid by check. Make payable to Hidden Studios Art Tour. This payment is to be mailed with artist contract to Paul Klein at 10301 County Road MM Amherst Jct., WI. 54407.
- ◆ Split Payment Option: New in 2022. Tour Payments can be split up if needed. \$150 is due Monday, January 16, 2023. The remaining balance will be due June 1, 2023.
- ◆ Quality Images: Provide and email five professional quality images of individual works. Images can be downloaded through our Dropbox or emailed to hiddenstudiosarttour@gmail.com . This size is VERY IMPORTANT as we print a very high-quality brochure and we want everyone's work to look it's best. Images may be used in various print publications and on social media.

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PHOTO REQUIREMENTS: 5 high resolution images

- ◆ If you have a particular image that you would prefer used in brochure, please note that in an email and label the file PREFERRED IMAGE in Dropbox. Our graphic designer will do their best to incorporate that into the brochure.

Image Format: vertical, square, and horizontal format is up to artist but a variety is encouraged.

File Format: jpeg, tiff, or png

File Size: Between 2-10 MB

Resolution: 300 dpi minimum

Color space: sRGB

\*\*\*\*\*Our graphic designers must manipulate all digital images you provide for use in the brochure or any printed materials. If you would like to have an image tested before brochure production begins, please email the photo to [hiddenstudiosarttour@gmail.com](mailto:hiddenstudiosarttour@gmail.com). For questions on images please email [jessie@jessiefritsch.com](mailto:jessie@jessiefritsch.com) or call Jessie at 715-252-4125.

- ◆ We prefer you use Dropbox to download your images, statement, bio, process description, and mailing list. If you experience difficulty with Dropbox you may email your images and documents to [hiddenstudiosarttour@gmail.com](mailto:hiddenstudiosarttour@gmail.com).
- ◆ Artist Photo and Statement/Bio: Include an image of you for brochure and website publication. Include an Artist Statement (approximately 300 words or less). Include a 1–2-page Artist Bio. This is your artistic history, education, and selected show listings.
- ◆ Materials and Process Description: Brief (2-3 line) description of your process for artist profile.
- ◆ Voluntary sharing of Mailing List: Please share your customer mailing list with the Tour for brochure mailing...(We do NOT share this with other groups – so please help us get the word out) You will help us if you provide the list in Excel or Numbers format. This is on a voluntary basis.
- ◆ Promote: Actively and eagerly promote all artists in the Tour. Make yourself knowledgeable of other tour artists' work. Read artist statements, review images on the website and/or visit studios and artists.
- ◆ Participate: We host various Tour activities, such as group exhibits in the community to promote the tour during summer months, and evening events during the Tour.
- ◆ Guest artists: Please contact your studio host at least two months prior to the Tour to discuss display and set-up options and arrangements. Guest artists are responsible for their own display materials including stands, panels, lights, etc.

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- ◆ Assist host artist: Please help your host with studio set up, clean up, and share expenses for food, beverages, and any other special needs mutually agreed upon.
- ◆ Demos: Be willing to educate your visitors explaining the process of your work. Photo boards and videos about your process are welcomed. We encourage artists to demonstrate their artmaking if possible. Please talk with your host if you need a demo area. People LOVE to hear and see your story!
- ◆ Required attendance: Be present during all open hours of Tour. Tour hours are 10:00am – 5:00pm Friday & Saturday, 10:00am – 4:00pm on Sunday.

## Artwork:

- Display only original, personally produced work in medium and quality for which you were accepted.
- Only artists who are accepted for the Tour may exhibit.
- Artwork must be professionally and tastefully displayed.
- An ample inventory of work must be available.

## Promotion:

- Provide written descriptions of work and other information as needed for promotion/advertising.
- Allow images of both you and work to be used by the Tour for promotional purposes
- Help promote Tour using promotional material developed by the Tour Steering Committee.
- Distribute Tour brochures and posters at all venues that will attract the art buying public.

## Safety:

- Studio hosts (and as it pertains to guest artists) need to consider the insurance issue covering studio, equipment and artwork. An Events policy will be handled by the Tour to cover artist liability and most of the work.
- Studio hosts need to provide a safe, attractive, and accessible environment for visitors. The drinking of alcohol is prohibited during Tour hours. Remember that smoking and/or pets can be offensive.
- Studio hosts are encouraged to provide access to a bathroom facility or a porta-potty.

## Record Keeping:

- ◆ Total Sales: On the last day of the tour, Artists will turn in a total three-day sales figure to Host. This information is not released but helps us see how we're doing compared to other years. Hosts will pass this information to Paul Klein.
- ◆ Mailing List of patrons: On the last day of the tour Artists will turn in a list of names and addresses of customers who purchased to Host. Hosts will pass to Paul Klein.

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- ◆ Taxes: Sales tax collection and reporting are the responsibility of the individual artist.

The Hidden Studios Steering Committee agrees to:

- ◆ Provide adequate number of professionally designed and printed brochures for the artist to distribute to their customers.
- ◆ Coordinate and pay for a bulk mailing of brochures to customers on the Tour mailing list, compiled from all participating artists.
- ◆ Maintain a Hidden Studios website with one promotional page for each participating artist. Links to artist's own web page will be made if requested. Links to art and tourism related sites are also maintained.
- ◆ Coordinate promotional efforts in regional newspapers, on the internet / social media and with state and area visitor's bureau.
- ◆ Solicit sponsors to help with Tour costs.
- ◆ Provide display space for each artist.
- ◆ Provide a positive selling atmosphere, a chance to join with a lively group of area artists and hopefully, an enjoyable weekend!
- ◆ Guest Artists are invited to participate for TWO YEARS provided they adhere to expectations of this agreement.

## Artist Checklist:

\*\*\*\*\*All materials are due by Monday, January 16, 2023

Check List	Please email to <a href="mailto:hiddenstudiosarttour@gmail.com">hiddenstudiosarttour@gmail.com</a> or use dropbox
	<i>(Mail)</i> \$275/\$300 fee or \$150 deposit and signed contract form. Make check out to Hidden Studios Art Tour. (Retain a copy for your records). <i>Mail to Paul Klein • 10301 County Road MM Amherst Jct., WI. 54407</i>
Optional	Split Payment Option: First payment of \$150 is due Monday, January 16. Second payment of remaining balance is due June 1, 2023.
	Five images of your work. (Minimum 300 dpi) Include a mix of vertical and horizontal. <i>(dropbox preferred or email)</i>
	image of yourself. Minimum 300 dpi <i>(dropbox preferred or email)</i>
	Artist Statement about work under 300 words. <i>(dropbox preferred or email)</i>
	Brief description of your process. <i>(dropbox preferred or email)</i>

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	1-2-page artist biography. <i>(dropbox preferred or email)</i>
Optional	Your modified mailing list. <i>(dropbox preferred)</i>
Email to if issues with dropbox:	<a href="mailto:hiddenstudiosarttour@gmail.com">hiddenstudiosarttour@gmail.com</a> but dropbox is preferred

Keep the above pages for your records

Contact for help: Paul Klein ▪ 715-824-2624 ▪ [newhopeinwood@gmail.com](mailto:newhopeinwood@gmail.com)

## 2023 Hidden Studios Art Tour Artist Contract

*(Please send this page with your signed contract and check.)*

Name: \_\_\_\_\_

Studio : \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Medium/media to be presented in the Tour: \_\_\_\_\_

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How you want your work described in the brochure (e.g. Sharon Fujimoto/ Blown Glass):

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Signature of Artist

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Date

Your signature indicates you agree to abide by all of the policies as stated above and your desire to participate as an artist with the Hidden Studios Art Tour.

If you are a returning artist please check if we should...

- Use previous or last year's Bio
- Use previous or last year's Artist Statement
- Use last year's Portrait
- Use new materials included

All materials are due no later than Monday, January 16, 2023.

Mail or deliver signed contract and check to:

Paul Klein  
10301 County Road MM  
Amherst Jct., WI. 54407  
715-824-2624 / 715-570-5064  
newhopeinwood@gmail.com

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All digital info (images, statement, work description, artist bio, mailing list) can be added to our digital DROPOBOX – see attached instructions...OR send to our email – [hiddenstudiosarttour@gmail.com](mailto:hiddenstudiosarttour@gmail.com)

Thank you for your cooperation  
and being part of the Hidden Studios Art Tour!

*Steering Committee: Paul Klein, Sharon Fujimoto, Mike Jagielo, & Jessie Fritsch  
Marketing Director: Molly Templin*

## Uploading files to Dropbox:

- 1) Go to: <https://www.dropbox.com/>
- 2) Select "Sign-in" on the upper right corner of screen
- 3) Login email: hiddenstudiosarttour@gmail.com Password: hiddenstudio
- 4) In the upper right corner of the screen, there select the blue "Upload files" button
- 5) Select the desired file, click open, and then place the file in the correct file for its content (Artist Statement, Artist Work Images, etc.)
  - a. Before uploading, please ensure that your file names clearly denote who the owner of the file(s).

## Accessing Files from Dropbox

- 1) Go to: <https://www.dropbox.com/>
- 2) Select "Sign-in" on the upper right corner of screen
- 3) Login email: hiddenstudiosarttour@gmail.com Password: hiddenstudio
- 4) Select "Files" on the left side of the page
- 5) The 6 folders will always be at the top of the page here. If the uploading instructions are followed, uploaded images and documents will be in their corresponding folders. The individual files will appear underneath the folders, but double clicking on the folders will show all the uploaded files that belong to that folder.

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- 6) You can then select the file you wish to view. Clicking the file title will enlarge it and show it to you on dropbox. If you wish to download the file, click on the file to enlarge it, then click on the three dots in the upper right side of the page. A drop-down menu will give you the option to download it.