

# Hidden Studios

*A Tour of Working Studios in Central Wisconsin*

## Hidden Studios Tour Policies and Contract

October 3, 4 & 5, 2025

HiddenStudiosArtTour.com ▪ hiddenstudiosarttour@gmail.com ▪ Paul Klein 715-570-5064

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

Deadline is Friday, January 17, 2025

Greetings and welcome to Hidden Studios Art Tour! We are very pleased to have you join us for the 2025 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 the artwork 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, required documents, and fees. 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 steering committee. If you have any questions, please call your host, or Paul Klein.

The artist agrees to:

- ◆ Payment: Submit a \$275 (studio host) or \$300 (guest) non-refundable fee and signed contract for the 2025 Hidden Studios Tour. Paid by check.
  - Please make a check 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: Tour Payments can be split up if needed. \$150 is due Friday, January 17, 2025. The remaining balance will be due June 1, 2025.
- ◆ Quality Images: Provide five professional quality images of artwork. Image size is VERY IMPORTANT as we print a very high-quality brochure, and we want everyone's work to look its best. Images may be used in various print publications and on social media.
  - PHOTO REQUIREMENTS: 5 high resolution images. Image Format: vertical, square, and horizontal format is up to artist, but a variety of formats are encouraged.
  - File Format: jpeg, tiff, or png
  - File Size: Between 2-10 MB with a minimum resolution of 300 dpi. Color space: sRGB
  - Please email ([hiddenstudiosarttour@gmail.com](mailto:hiddenstudiosarttour@gmail.com)) or share a Dropbox file to send images.

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- ◆ Artist Information: Please provide the following information about yourself and your process.
  - Artist Photo: Include an image of you for brochure publication, social media, and website.
  - Artist Statement (approximately 300 words or less).
  - Artist Bio. This is your artistic history, education, and accomplishments.
  - Materials and Process Description: Brief (2-3 line) description of your process for artist profile.
  - *Please email or share a Dropbox file to send this information.*
- ◆ Promote: Help promote the Art Tour using promotional material developed by the Tour Steering Committee.
  - Distribute Tour brochures and posters at venues that will attract the art buying public.
  - Share our digital brochure and newsletters with your mailing list.
  - Actively and eagerly promote the tour on your social media.
- ◆ Participate: We host various Tour activities, such as group exhibit at the Jensen Center in Amherst in August/September to promote the tour (exhibit one piece of art), and evening dinner 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.
- ◆ 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 art making process 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.

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- ◆ Safety:
  - Artists are encouraged to have their own liability insurance for their art and display. An Events policy will be handled by the Tour to cover event liability insurance.
  - 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 required 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, emails, and mailing addresses of customers who purchased to Host. Hosts will pass to Paul Klein.
  - Taxes: Sales tax collection and reporting are the responsibility of the individual artist.

The Hidden Studios Steering Committee agrees to:

- ◆ Provide an 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, social media, and with state and area visitor's bureau.
- ◆ Send out multiple email newsletters to
- ◆ Solicit sponsors to help with Tour costs.
- ◆ Provide a display space for each artist.
- ◆ Provide a positive selling atmosphere, a chance to join in 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.

Thank you for your cooperation and being part of the 22<sup>nd</sup> annual Hidden Studios Art Tour.

*Steering Committee: Keven Brunett, Mark Brueggeman, Jessie Fritsch, Sharon Fujimoto, Mike Jagielo, Paul Klein, Jim McKnight, Mary Lee Reineking, Gene Reineking, Kristin Thielking, Tammy Rae Wolter.*

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Artist Checklist: All materials are due by Friday, January 17, 2025

*Keep the above pages for your records*

Contact for help: Paul Klein ▪ 715-570-5064 ▪ newhopeinwood@gmail.com

|            |  |
|------------|--|
| Check List | Please email to <a href="mailto:hiddenstudiosarttour@gmail.com">hiddenstudiosarttour@gmail.com</a> or share your Dropbox file.   |
|            | <i>(Mail)</i> \$275/\$300 fee or \$150 deposit and signed contract form.<br>Make check to Hidden Studios Art Tour.<br><i>Mail to Paul Klein ▪ 10301 County Road MM Amherst Jct., WI. 54407</i> |
|            | ***Split Payment Option: First payment of \$150 is due Friday, January 17. Second payment of the remaining balance is due June 1, 2025.  |
|            | Five images of your work. (Minimum 300 dpi) Include a mix of vertical and horizontal.  |
|            | Image of yourself. Minimum 300 dpi   |
|            | Artist Statement about work under 300 words.   |
|            | Brief description of your process. 2-3 sentences.  |
|            | 1-2-page artist biography.   |

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## 2025 Hidden Studios Art Tour Artist Contract

*Please send your check with this contract.*

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

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

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

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

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

Email \_\_\_\_\_

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

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_  
Signature of Artist

\_\_\_\_\_  
Date

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

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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 Friday, January 17, 2025.

Mail or deliver signed contract and check to:

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

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