



## Directory of EAST BAY ARTS

### + East Bay OPEN STUDIOS 2009

## Artist Registration

**Oakland/East Bay Artists: Show your art to the largest and most diverse art audience in the region.**

The Directory of East Bay Arts and East Bay OPEN STUDIOS is a straightforward way for artists at any stage in their career to get their work seen by art patrons, curators, other artists, business leaders, community leaders, and art enthusiasts. After nearly 30 years, the annual East Bay Open Studios (EBOS) continues to bring visitors from all over the Bay Area to local artists' studios for the opportunity to see the best art made in the East Bay today, likewise, the publication, Directory of East Bay Art extends the reach of the event and provides a year-long reference, a Who's Who guide for artists.

Published and distributed in conjunction with East Bay Open Studios, the Directory of East Bay Arts includes artist listing, the East Bay Arts Index -an index of local arts organizations, galleries, venues and artist groups, and the East Bay Arts Calendar -a 12-month Arts Calendar of significant regional art events.

Together, the Directory of East Bay Arts and East Bay OPEN STUDIOS serve as essential resources for artists to cultivate new audiences for their work.

### **ABOUT EAST BAY OPEN STUDIOS**

Established in 1979, **East Bay Open Studios (EBOS) is the largest art event in the East Bay drawing over 50,000 visitors during the first two weekends in June.** EBOS is produced by Pro Arts, a nonprofit artist-based organization that produces exhibitions, artist services and public programs in its gallery near Oakland's Jack London Square. EBOS includes a Preview Exhibition at Pro Arts gallery, a benefit Gala, the Brake for Art Tour: Art Bus Preview, artist workshops, online gallery and maps, networking events for artists and the **Directory of East Bay Arts, the definitive guide to regional arts**, including full color artist listings that serve as a regional catalog of working artists and maps for self-guided tours of artists' studios.

### **GUIDELINES**

#### **ELIGIBILITY**

Any artist may participate in East Bay Open Studios and the Directory of East Bay Arts. Artists must have a studio, home or exhibition space in an East Bay Area city, such as Oakland, Berkeley, Emeryville, Albany, El Cerrito, Richmond, Walnut Creek, San Ramon, Fremont, Hayward, Livermore, etc. Artists seeking studio space for the event are encouraged to attend Workshop: Sharing Space, Thursday, January 8, 7pm.

## ENTRY

### **STANDARD Entry for Individual Artist Includes:**

- Listing in the full color Directory of East Bay Arts. The Directory lists artist name, medium, color image, studio location, website, email address, phone number and open Studios dates or “Open by Appointment Only.”
- Admission to all workshops.
- One 20” x 20” x 6” space in the EBOS '08 Preview Exhibition at Pro Arts.
- Two back-to-back 8.5” x 11” pages in the Artists Book reference guide for gallery visitors. Content may include your artist statement, resume, and images of your work (no originals please).
- Posters for event distribution in your neighborhood.
- Opportunity to pre-order event postcards with blank space artist info.
- Opportunity to pre-order reusable outdoor event signs to grab attention and direct studio visitors.
- Artist webpage for one year displaying artist listing, including full color image, studio information, and contact details.
- Image gallery of up to 8 images included on your artist webpage.—New in 2009!
- Distribution copies of the Directory of East Bay Arts.

### **BOLD Entry for Individual Artist Includes:**

- Benefits of Standard Entry plus Bold Artist Listing in the Directory. Draw more attention to your listing with **bold Text and Formatting—new in 2009!**
- Personalized web address for your artist webpage (one year).  
(Example [db.proartsgallery.org/artists/jane.smith.php](http://db.proartsgallery.org/artists/jane.smith.php))

### **EXPANDED Entry for Individual Artist Includes:**

- Benefits of Bold Entry plus Expanded Artist Listing in the Directory with 3 lines of descriptive text (200 characters maximum).

### **LIMITED EVENT Entry for Individual Artist Includes:** (Late Registrations received after February 20):

- Benefits of Standard Entry excluding listing in the Directory of East Bay Arts; other exclusions may apply, contact Pro Arts for complete description. Late entries are included in the online gallery and other event listings.

### **EBOS in the Schools**

- Open to all students (valid ID required) from a visual arts class or department in an East Bay college or university participating as a class; each artist must identify the same school address as their studio location. All other eligibility requirements apply.
- \$60 per Student
- Includes all benefits of Standard Entry.

## ENTRY FEES

Standard Entry: \$140 + applicable membership fee. All participants must be current members of Pro Arts. Membership must be current through June 14, 2009. No refunds. Discounted fees are available for Early Registration (See Entry Fee table). Limited fee waivers extended to current members for volunteer service, contact Pro Arts for details.

	Regular	Early Online (Payment Received by December 19, 2008)
<b>Standard</b>	\$140	\$125
<b>Bold</b>	\$155	\$140
<b>Expanded</b>	\$175	\$160
<b>EBOS in the Schools</b>	\$ 60	
<b>Limited Event (Late)</b>	\$150	

## MEMBERSHIP

### Annual Artist Membership Fee:

Artist	\$45
Student with Valid ID	\$20
Seniors (55+)	\$20

**Pro Arts Membership** offers unmatched benefits for artists and art supporters. Benefits include:

- Discounts with local retailers on printing, framing, and art supplies, such as **PS Print**, **Galleria Scola**, and **Blick Art Materials**
- **Zipcar** discounted membership rate and free miles for car and truck rental (Save \$100)
- Subscription to **ArtSheet**, Pro Arts' newsletter
- Free admission to **professional development workshops**
- **Discounted tickets** to special events and performances
- Eligibility for the Pro Arts' critically acclaimed juried exhibitions, **New Visions**, and **Juried Annual**. See Pro Arts website for the full list of Membership Benefits.

## DIRECTORY OF EAST BAY ARTS

Published in conjunction with the East Bay Open Studios, the Directory of East Bay Arts is the definitive guide to the arts in Oakland and the East Bay. This annual publication includes full color artist listings and maps to highlight the region's working artists and facilitate free self-guided tours of artist studios. Directories are inserted into the East Bay Express, and circulated throughout the greater Bay Area and available at Pro Arts, galleries, cafes, bookstores, and other arts venues beginning May.

**Each artist entry includes a color image** representing the artist's work. Images of artwork only, no logos or advertisements (See Discounted Display Ads). Upload image online by logging into the EBOS registration or deliver a disk with formatted image to Pro Arts. Label disks with artist's name, studio location and contact information.

Images must be formatted 2" x 2", cmyk, 300 dpi, .jpg files only. (Note: final image size may vary due to layout.) Upload Expanded Entry descriptive text (200 characters max) online or deliver disk to Pro Arts. All content must be received by registration deadline.

## **DISCOUNTED DISPLAY ADS**

### **Individual Artist Display Ads**

Display Ad Size	1/16 page	1/8 page	1/4 page
Rate	\$125	\$200	\$400

Discounted rates are available to registered artists only. Individual Artist Display Ads may be utilized by the registered artist only. For groups and additional rates/sizes, contact [David@proartsgallery.org](mailto:David@proartsgallery.org)

## **ONLINE GALLERY and ARTIST WEBPAGE**

Registered artists receive a webpage, hosted at [db.proartsgallery.org](http://db.proartsgallery.org), as part of the East Bay OPEN STUDIOS Online Gallery. The web page includes an artist listing, artist statement, resume and up to 8 images. The Online gallery includes a dynamic Map and search functions to locate artists by name, media, and city. Personalize your URL by upgrading your entry to Bold or Expanded. See "ENTRY".

## **PROMOTION**

Between January and June Pro Arts promotes East Bay Open Studios through the collective marketing efforts of sponsors, media partners, businesses, participating artists and advertisements in local media. Additionally, artists are encouraged to promote their studios through additional grassroots efforts. To ensure the integrity of the event all announcements of any kind (postcards, fliers, e-mails, and posters) must include the East Bay Open Studios logo (available online at [www.proartsgallery.org](http://www.proartsgallery.org)) and the following statement:

East Bay Open Studios is produced by Pro Arts, a nonprofit artist-based organization that encourages and exhibits artists' work and provides a venue for furthering communication in the arts. This event connects the public with over 400 regional artists and is accompanied by the Directory of East Bay Arts, the Preview Exhibition open May 6 - June 15, 2009, an online gallery, and the Brake for Art Tour: Art Bus Preview. Pro Arts produces exhibitions and events, the Youth Fellows Initiative and public programs year-round in its gallery at 550 Second Street Oakland, [www.proartsgallery.org](http://www.proartsgallery.org) Media Sponsor: East Bay Express

## **PREVIEW EXHIBITION**

Individual artists receive a 20" x 20" x 6" space in the EBOS Preview Exhibition at Pro Arts Gallery. This space may be utilized by the registered artist only. Use this space to entice visitors to your studio by presenting original work or high quality reproductions. Artists who plan thoughtful presentations in their space consistently receive more visitors to their studios.

Sales from the Preview Exhibition are encouraged; therefore Pro Arts suggests hanging available work. Artists receive 60% of sale price. If your work sells, payment is made within 30 days from the close of the Preview Exhibition.

Artists are responsible for installing and de-installing their own artwork. Check the Event Calendar for dates. After de-installation there is a \$10 per day late fee assessed on all remaining artwork. Pro Arts is not responsible for unclaimed work after de-installation. Pro Arts may discard any work remaining after 30 days from the close of the Preview Exhibition.

## EVENT CALENDAR DATES

December 5	12 PM	Artist Registration Opens
December 19	6 PM	Deadline: Early Online Registration
January 08	6:30 PM	Workshop: Sharing Space A workshop for artists looking for studio space or have space to share during EBOS. Pro Arts host this gathering to make connections between artists.
February 12	6:30 PM	Workshop: East Bay Oakland Studios 101 An introduction for first-time EBOS participants and those wanting a refresher course. Topics include Preview Exhibition, Directory of East Bay Arts, online gallery, prepping your studio & more.
February 20	6 PM	Deadline: Artist Registration
March 5	6:30 PM	Workshop: Market Your Studio for Success This is a special opportunity to learn how to make EBOS a personal success. Meet other participating artists who have successfully promoted themselves and their neighboring artists. Topics include: Event promotion, studio preparation, publicity and more.
April 23	6:30 PM	Workshop: Installation and Securing Artwork An introduction to installation, hanging artwork, and security for public exhibition.
May 1 – 3	12 – 6 PM	Artist Installation: East Bay Open Studios Preview Exhibition Fri-Sun, May 1 - 3 / 12-6 PM See Guidelines for details
May 5	12 PM	East Bay Open Studios Preview Exhibition opens to the public
May 9	1-6 PM	Meet & Greet Receptions for Artists by Neighborhood Artists Networking Opportunities by Neighborhood. Neighborhood Times TBA
June 4	6-8 PM	Preview Gala Tickets: Artists - \$30 Exclusive VIP reception for the East Bay Open Studios Exhibition. A formal and festive evening with live music and champagne followed by a free reception for friends and family.
	8-10 PM	Artists' Reception Admission: FREE
June 5	6 PM	Brake for Art: Art Bus Preview Tour Tickets: \$75 Exclusive preview of select artist studios featured in Pro Arts' East Bay Open Studios. Meet artists and enjoy private previews of studios, wine and hors d'oeuvres.
<b>June 6 &amp; 7</b>	<b>11 – 6 PM</b>	<b>East Bay Open Studios Weekend I</b>
<b>June 13 &amp; 14</b>	<b>11 – 6 PM</b>	<b>East Bay Open Studios Weekend II</b>
June 14	5 PM	East Bay Open Studios Preview Exhibition closes to the public
June 16 – 21	12 - 6 PM	Artist Deinstallation: East Bay Open Studios Preview Exhibition Artists must present photo ID to retrieve the work. Your work will not be released to anyone other than yourself unless prior arrangements are made. Late fees of \$10/evening apply after June 21. Works left after July 8 will be disposed of by Pro Arts
June 23	12 PM	Late Pick-Up Fees Apply (\$10 a day)

Full Calendar of Pro Arts' exhibitions and events at [www.proartsgallery.org](http://www.proartsgallery.org)

All Workshops and Events are held at Pro Arts Gallery and are free for participating artists unless otherwise marked

# EBOS '09 ARTIST REGISTRATION

## ARTIST CONTACT : (PRINT CLEARLY)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City State Zip \_\_\_\_\_

Day Phone (\_\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_ Website \_\_\_\_\_

*Optional (Please check all that apply.)*

- Asian/Asian American       Latino       African/African American  
 European American       Native American       Mixed
- Male       Female       Disabled

## ARTIST LISTING & DIRECTORY INFORMATION

(This Information will appear in the Directory of East Bay Arts publication and Online Gallery)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

For Student Groups only, School Name \_\_\_\_\_

Studio Name, if applicable \_\_\_\_\_

Studio Address \_\_\_\_\_

City State Zip \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email Address \_\_\_\_\_

Website \_\_\_\_\_

**My studio will be open:** (Please check all that apply.)

- Sat. June 6     Sun. June 7     Sat. June 13     Sun. June 14  
 My Studio will not be open event dates (Studio will be listed as 'Open By Appointment Only')

My Artist Listing  address and/or  phone is for this event only.

(Note: Consider an Expanded Entry to include other contact information in your listing.)

My studio is wheelchair accessible.  Yes  No

## Image

- Image submitted on CD or online (must be formatted 2" x 2", cmyk, 300 dpi, .jpg files only).

## Media

Please write "1" for your primary medium & "2" for secondary medium, if applicable.

__Architecture	__Design	__Jewelry	__Photography
__Book Arts	__Drawing	__Metal	__Printmaking
__Ceramics	__Film	__Mixed Media	__Sculpture
__Clothing	__Furniture	__Mosaic	__Textiles
__Conceptual	__Glass	__Painting	__Video
__Crafts	__Installation	__Paper	__Watercolors
__Other _____	__Other _____	__Pastel	__Wood

**WORKSHOPS** Please check all that you plan to attend:

- Sharing Space       Installation and Securing Artwork  
 Open Studios 101       Marketing Your Studio for Success

**FEES & PROMOTIONS** (Check boxes and fill in applicable fees)

Enter sum on the Total Enclosed line. (See "Guidelines" above for more information)

**PRO ARTS MEMBERSHIP** (Circle one) **New | Renewing**

\$45 Regular  \$20 Senior 55 +  \$20 Student (with valid ID)..... +\$\_\_\_\_\_

**ARTIST LISTING AND ENTRY FEES**

**Early Registration (Deadline: December 19)**

Basic Entry: \$125  Bold Entry: \$140  Expanded Entry: \$160..... +\$\_\_\_\_\_

**Regular Registration**

Basic Entry: \$140  Bold Entry: \$155  Expanded Entry: \$175 ..... +\$\_\_\_\_\_

**EBOS in schools:** \$60 (see guidelines for class participation restrictions) ..... +\$\_\_\_\_\_

**Limited Event Entry** (Late Registration): \$150 ..... +\$\_\_\_\_\_

**Event postcards** (5" x 7" With blank space for artist info) ..... # \_\_\_\_\_ packs of 50 X \$5 ea = +\$\_\_\_\_\_

**Outdoor Event Signs** (18" x 24", Reusable, with space for artist info) # \_\_\_\_\_ of signs X \$8 ea = +\$\_\_\_\_\_

**Individual Artist Display Ads**

1/16 page \$125  1/8 page \$220  1/4 page \$400 ..... +\$\_\_\_\_\_

**EBOS Preview Gala** no. attending \_\_\_\_\_ x \$30 / Artist ..... +\$\_\_\_\_\_

**Art Bus** no. attending \_\_\_\_\_ x \$75 ..... +\$\_\_\_\_\_

**Donation for Pro Arts Exhibitions, Youth Fellows and Public Programs:** ..... +\$\_\_\_\_\_

**TOTAL ENCLOSED:** \$\_\_\_\_\_

**PAYMENT**

Check Enclosed  Money order enclosed  Charge my Visa / MC

Acct.# \_\_\_\_\_ VIN \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Please make your check or money order payable to Pro Arts. Payment must accompany Entry Form. Do not send cash.

**SUPPORT PRO ARTS**

- I pledge 5% of my event studio sales to Pro Arts in support of Pro Arts exhibitions & programs.
- Please contact me about volunteering at Pro Arts.
- Please send me information about other art opportunities.

**Promotional Code** \_\_\_\_\_

**ARTIST AGREEMENT AND WAIVER**

I hereby agree to the terms and conditions of Pro Arts Directory of East Bay Arts and East Bay Open Studios as outlined herein. I understand that if I host other artists, or if I am hosted by another artist, each must be a registered participant. I understand that there are no refunds on registration and membership fees. I agree to indemnify, defend and hold harmless Easy Bay Open Studios and Pro Arts, its officers, agents and employees for any and all liabilities, claims, errors, omissions, losses, accidents and expenses caused by, arising out of, or in connection with, either directly or indirectly, the East Bay Open Studios publication or event.

Artist Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**For Office Use Only**

Date \_\_\_\_\_ Initials: \_\_\_\_\_ Amt. \$ \_\_\_\_\_ MB \_\_\_\_\_ EF \_\_\_\_\_ #4130 \_\_\_\_\_  
Cash \_\_\_\_\_ Money Order/Check # \_\_\_\_\_ Visa/MC Approval Code: \_\_\_\_\_