
CHICO



CENTER

May 2010

Dear Artist:

The Chico Art Center is inviting Butte County artists to participate in the 2010 Open Studios Art Tour. This year we will only have two weekends for the Tour. All artists in Chico, Oroville, and Paradise/Magalia will participate in the first two weeks of October. You may choose to have your studio open on the first weekend in October (October 2 - 3) or you may choose to have your studio open both weekends (October 2 -3, and October 9 -10).

We hope you will take the opportunity that the Open Studios Art Tour provides to promote yourself to a new audience, to meet those interested in your particular type of artistic expression and to sell artwork. You can make contacts for commissions and build a list of interested people who can be contacted in the future. Signing up to participate means you agree to open your studio to the public and to be there for those days. The Tour Guide will feature a color photo of your work and you can have a piece in the gallery. You also have the opportunity to participate, at no additional cost, in the Taste of Chico's Open Air Art Gallery, which is now a preview for the Open Studios Art Tour. Visit <http://www.downtownchico.com/events/dcbaevents/toc> for complete information and to download an application.

You may not be aware that the Open Studios Art Tour is *the* major fund raising event for the Chico Art Center. Funds derived from the sale of Tour Guides and artist fees help us to keep the doors of the Art Center open and to be a thriving resource for both artists and arts patrons. Those artists who pay the fee to participate receive the benefit of not only the Art Center's promotional activities but also those of Artoberfest organizers. In fairness to those who support the Art Center through their fees, we ask that you not include artists at your studio who have not paid the full fee.

Also, in keeping of the spirit of Open Studios, we are only accepting applications from individual artists –not from businesses or other commercial establishments. It is up to the artists to determine where they will show. It is acceptable to pair up with other artists, particularly if one has a studio that, for whatever reason, is not particularly good for public visitation. According to surveys we have taken, people love the personal contact with the artists. People get a greater appreciation of art by hearing about the different processes that artists go through and seeing where and how they work. It makes them feel more connected to the art and more willing to spend. **Be sure to get your application and fee in by June 26.** For additional information, call **895-8726**. When your application is received, you will be mailed information about the gallery show, artists meeting, and the full calendar of events for the 2010 Open Studios Art Tour.

Erin Wells
Volunteer Tour Coordinator