

Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## General Information

Marin Open Studios offers professional artists an opportunity to show and sell their work in the premier open studio event in Marin County. Each year thousands of art collectors visit Marin Open Studios to meet the artists, see their work, and to purchase art.

**Weekend 1: May 5-6, 2018** – Artist studios open in West and North Marin\*: Stinson Beach, Bolinas, Olema, Inverness, Pt. Reyes, Marshall, San Geronimo, Woodacre, Fairfax, San Anselmo, northern San Rafael (94903 zip code) and Novato.

**Weekend 2: May 12-13, 2018** – Artist studios open in South and Central Marin\*: Sausalito, Tiburon, Belvedere, Mill Valley, Corte Madera, Larkspur, Greenbrae, Kentfield, Ross and Central San Rafael (94901 zip code)

*Two weekends option: Artists may choose to hold Open Studios on their designated weekend only, or during both weekends.*

**Benefits:** In addition to participating in Marin Open Studios, your registration fee gives you the following benefits:

1. Your listing in 40,000 Marin Open Studios Tour Guides includes: Your name, studio information, one color image, web site address, and studio location clearly marked on a pull out map. Tour Guides are distributed throughout the Bay Area with 33,000 included in the May issue of Marin Magazine.
2. Your listing in the Marin Open Studios Online Gallery includes: Your name, studio information, unlimited color images, web site link, and map link on the Marin Open Studios web site
3. One piece of artwork exhibited at the Marin Open Studios Gallery centrally located in Marin and the Artist Reception Opening Gala (*see page 4 for details*)
4. Regular e-mail updates from Marin Open Studios
5. Marin Open Studios event publicity throughout Marin and the Bay Area (*see page 3 for details*)
6. 10 MOS Tour Guides
7. Directional Posters: MOS posters as needed to draw attention to your studio

**Registraton Fees** (*see page 2 for details*):

- \$295 if you complete your registration **on or before January 15, 2018**
- \$320 if you complete your registration **after January 15, 2018**
- Any artist registering **after January 30, 2018 will be considered a late registration** and is not guaranteed inclusion in the MOS Tour Guide. Artists registering **after March 31, 2018** are not guaranteed inclusion in the MOS Gallery.
- Receive a \$25 registration refund by referring new artists to join MOS (*see page 2 for details*).

**Volunteer Requirement:** Marin Open Studios requires all participating artists to volunteer for 3-4 hour volunteer shift or buy-out of their volunteer requirement for \$50 to ensure MOS 2018 is a successful event (*see page 5 for details*).

**Register** at [marinopenstudios.org](http://marinopenstudios.org)

**Questions?** Email [info@marinopenstudios.org](mailto:info@marinopenstudios.org)

Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## Criteria, Guidelines & Fees

### *Criteria & guidelines:*

1. Event is May 5-6, 2018 for West and North Marin\*: Stinson Beach, Bolinas, Olema, Inverness, Pt. Reyes, Marshall, San Geronimo, Woodacre, Fairfax, San Anselmo, northern San Rafael (94903 zip code) and Novato
2. Event is 12-13, 2018 for Central and South Marin\*: Sausalito, Tiburon, Belvedere, Mill Valley, Corte Madera, Larkspur, Greenbrae, Kentfield, Ross and central San Rafael (94901 zip code)
3. Artists may optionally choose to hold Open Studio on both weekends.
4. Artists must be in their studio 11 – 6 Saturday and Sunday of their designated weekend (both weekends if they choose the two-weekend option).
5. Marin Open Studios is open to all visual artists. Participants must have an address in Marin County where their work will be shown on the designated weekends of Marin Open Studios.
  - a. Artists are responsible for determining and finalizing their studio location by **January 30, 2018** to be guaranteed inclusion in the printed MOS Tour Guide. Artists who want to participate in Marin Open Studios, but do not currently have a suitable location are encouraged to begin searching right away. MOS will assist artists in finding a host studio to the extent possible. Artist registration fees will be refunded if suitable space is not found (*see details on pages 6-7*).
6. Items sold during Marin Open Studios are those made by the MOS artist. Items created by someone else may NOT be shown or sold.
7. Reminder: A valid seller's permit is required by the California State Board of Equalization. Licenses can be obtained through the State Board of Equalization by contacting (800) 400-7115 or <http://www.boe.ca.gov/info/reg.htm>
8. Registration must be complete by **January 30, 2018** to be guaranteed inclusion in the MOS Tour Guide. A complete registration consists of:
  - a. Registration form completed
  - b. Registration fee paid
  - c. Artwork image submitted

### *Fees & additional expenses:*

1. Participation Fee: \$295 per artist (\$320 per artist if paid after January 15, 2018).
2. Referral refund: Any registered Marin Open Studios artist will receive a \$25 registration refund for each "NEW" artist they refer. For the purpose of this credit, a "NEW" artist is anyone who has never participated in Marin Open Studios, or who has not participated in the past 3 years. To receive the referral refund, please ask the new artist to enter your name in the "referred by" question on the registration form. Refunds will be issued after the January 30 registration print deadline.
3. Each artist is required to contribute 3-4 hours of volunteer time or pay a "buy-out fee" of \$50.00. Artists sign up for specific volunteer jobs on a first come, first served basis. Refer to Page 5 for details. If you do not fulfill your hours, you will be offered work opportunities after the event, or billed for remaining hours.
4. Commissions on sales: Marin Open Studios requires a 20% commission of the artwork sale price for any piece that is sold through the Gallery.

*\* Two weekends option: Artists may choose to hold Open Studios on their designated weekend only, or during both weekends.*

Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## Tour Guide Image & Publicity Information

Submit only digital images. Do not submit original material or slides.

### *Tour Guide image:*

1. Upload one image of your artwork to be included in the Tour Guide when you register for Marin Open Studios 2018 at [marinopenstudios.org](http://marinopenstudios.org)
2. Artwork image should be jpeg format, 1,000 pixels tall or wide (whichever is larger).
3. If you have problems uploading your image with your registration form (sometimes happens when images are very large), email your image as an attachment directly to [info@marinopenstudios.org](mailto:info@marinopenstudios.org). Include your name and artwork title.

### *Optional publicity images:*

1. Have at least 5 high resolution, professionally photographed images of your artwork. High resolution means 300 dpi, at least 1 megapixel.
2. Have at least 1 image of yourself working in your studio or talking with people in your studio – these are “action” images.
3. Email your publicity images to [publicity@marinopenstudios.org](mailto:publicity@marinopenstudios.org)
4. Publicity materials can come at any time, but are most useful if submitted by April 1, 2018.

### *Marin Open Studios publicity:*

1. If you have an idea for a feature story / publicity angle, email your story to [publicity@marinopenstudios.org](mailto:publicity@marinopenstudios.org). We reserve the right to determine which stories to pursue.
2. Post the Marin Open Studios event on your own website.
3. Artists may consider the following publicity tactics:
  - a. Postcards are still good! People like to get something nice in the mail.
  - b. Email announcements are great because they are free. Send out multiple email announcements leading up to your Open Studio.

### *Publicity through social media:*

1. Facebook and Instagram
  - a. “Like” the Marin Open Studios Facebook page if you haven’t already ([facebook.com/marinopenstudios](https://facebook.com/marinopenstudios))
  - b. You can (and should) post comments on our Facebook page. Let people know you’ve registered, attended an event, etc.
  - c. Ask your contacts to “Like” Marin Open Studios on Facebook
  - d. Join Instagram and post at least once a week.
2. Videos are great to have for publicity. If you have a video or YouTube page, post it on the Marin Open Studios Facebook page and send it to [publicity@marinopenstudios.org](mailto:publicity@marinopenstudios.org)
3. Patch.com – we use patch to post articles, announcements & blog posts. Again, send your stories to [publicity@marinopenstudios.org](mailto:publicity@marinopenstudios.org). Include photos and videos!
4. Nextdoor.com is a free, private social network for your neighborhood. Join Nextdoor.com and promote Marin Open Studios to everyone in your neighborhood (and adjoining neighborhoods!)
5. Meetup.com is another great place to post your Open Studio.

Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## Preview Exhibition

The Marin Open Studios Gallery features artwork by each registered artist.

### *Location:*

1. We rely on donated space for the exhibition every year, so the exact location may not be finalized until April, 2018.
2. We work to find a centrally located, easily accessible gallery location with plenty of parking and foot traffic.

### *Dates:*

1. Exact exhibition dates remain TBA until the gallery space is secured. Generally, the exhibition is open for 3-4 weeks leading up to, and through Marin Open Studios (i.e. April 22 through May 13, 2018)

### *Hours:*

1. Exact gallery hours remain TBA until the gallery space is secured. Typically, the gallery will be open 11 am – 6 pm, Tuesdays through Sundays (closed Mondays).

### *Artwork:*

1. Each participating artist can show one piece in the Preview Exhibition.
2. Size limit for artwork will depend on the number of participating artists and the size of the gallery space. In recent years, the size limit has been 28" wide x 48" high for 2D artwork, and 50 lb weight limit for 3D artwork. Artists will be notified of the size limit for 2018 after the gallery location is secured.
3. Artists are responsible for dropping off and picking up their artwork from the gallery on the designated drop off and pick up days (TBA). If you cannot do this yourself, you must have someone drop off your artwork for you. Artwork that is not picked up at the end of the exhibition is subject to a storage fee of \$5 / day.

### *Staffing & sales:*

1. The gallery will be staffed by one Gallery Manager and volunteer Docents.
  - a. Volunteer Docents are responsible for greeting visitors, handing out Tour Guides, talking to visitors about Marin Open Studios and the artwork in the gallery.
  - b. The Gallery Manager is responsible for opening and closing the gallery and for facilitating artwork sales.
2. Sales are between the buyer and the artist. Buyers pay the artists directly. Artists are responsible for collecting and reporting sales tax. Sellers permits can be obtained through the State Board of Equalization by contacting (800) 400-7115 or <http://www.boe.ca.gov/info/reg.htm>
3. Commissions on sales: Marin Open Studios requires a 20% commission of the artwork sale price for any piece that is sold through the Gallery. **Artists pay the commission directly to Marin Open Studios at the time of sale.**

### *Gala:*

1. The preview Gala at the Gallery is a fun and traditionally well attended by 800 people. The event kicks off the Marin Open Studios production. Meet collectors, art lovers and artists from your community. Enjoy appetizers from local restaurants, wine and great conversation.
2. Exact Gala date and hours remain TBA until the gallery space is secured.

Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## Volunteer Requirement

Marin Open Studios requires all participating artists to volunteer 3-4 hours or "buy out" their volunteer requirement to ensure Marin Open Studios 2018 is a successful event.

**Volunteer buy-out option:** Participating artists have the option to "buy out" their volunteer requirement for \$50. Pay your volunteer buy-out fee when you register or when we put out the call for volunteer sign-ups in March 2018.

### *Volunteer activities:*

- Tour Guide Distribution
  - Help us distribute Tour Guides and posters all over Marin County and beyond.
- Gallery Prep & Installation
  - Help us with everything from cleaning, painting, layout, hanging, and lighting to labeling. Experienced hangers needed!
  - High energy/physical activity level required.
- Gallery Intake Day
  - Assist artist through several step process:
    - 1) drop off artwork & turn in completed loan agreement form
    - 2) distribute Marin Open Studios Guides, promotional posters and direction signs
    - 3) sign up station for volunteer time slots
  - High energy / physical activity level required
- Opening Gala
  - This fun event kicks off Open Studios! Help us with setup, greeting, serving food and drinks, and clean up.
  - High energy / physical activity level required.
- Gallery Docents
  - Gallery Docents become familiar with artists work and location within the gallery. Act as a liaison between fellow artists and potential collectors. Must be willing to go the extra step to assist sales and answer questions from the public.
  - Low physical activity level required
- Gallery Pickup Day
  - Help take down and hand out artwork, collect signs, clean the gallery, etc.
  - High energy / activity level required. Some lifting.

**Sign up:** All volunteer activities take place in April and May, 2018. We will have online volunteer sign up forms available in March, 2018. Volunteer slots are filled on a first come, first served basis.

Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## Studio Matching Information

Marin Open Studios encourages artists to share their studio location by hosting additional guest / partner artists during Open Studios. Artists who do not have a studio location appropriate for holding Open Studios can be a guest / partner artist at another studio. We do our best to match up artists who are looking for space with available spaces, but if we cannot, the registration fee will be returned.

### *How Studio Matching Works*

- As a potential host OR guest/partner artist, you may find a match on your own, or ask Marin Open Studios to help you.
- It's critical that the artists involved be compatible. The selection process is similar to seeking a roommate. That means you'll need to spend time interviewing potential candidates, viewing each other's art, assessing personality and communication styles; evaluating the space available to share; and ultimately agreeing to partner together to share the space & work involved in producing the open studio event at the host location.
- Open communication is essential. Years of feedback shows that successful shared studios are those where artists did their "homework" about working together long before the event.
- **We post a list of potential studio locations and artists looking for space on [marinopenstudios.org](http://marinopenstudios.org).** Feel free to browse the lists and contact the appropriate artist / contact person if you're interested in being a host or guest/partner with another artist.
  - Note: We list potential studio sharing opportunities, but we do not negotiate final studios sharing arrangements on behalf of host or guest/partner artists.
- Artist placement must be finalized by January 30, 2018 to assign studio numbers in the Tour Guide.
- Each artist must pay the Marin Open Studios registration fee. There is no "group discount" for shared spaces.

### *Advantages*

- Shared studio space makes it convenient for visitors to see more art in one neighborhood, especially if several shared studios are near each other, thereby creating a "cluster" effect on the Tour Guide map. Clusters often experience higher traffic (although not necessarily higher sales). Statistics from previous years show that sharing a studio does NOT guarantee higher sales.
- Studio sharing allows participants to work together to market and display their work in a complementary way; for maximum promotional impact of such collaboration, however, it's important that each artist market to his/her own audience (e.g., mail list) with individual postcard mailings and emails, highlighting either one or a collage of all artists at one studio location.

### *Considerations for Studio Sharing*

- For Hosts:
  - Medium: what is your media and does it matter what media your guest(s) have? A painter, for example, may only want to share with 3-D artists. But perhaps your style of painting is so unique that you wouldn't mind sharing with another painter.
  - Space: what is your space to share like? Indoors or out? Shade or sun? Dirt, grass or paved? Is there wall space for hanging 2-D work?
  - Logistics: would a guest artist be able to leave his/her display set up overnight? And for the intervening week? If not, do you have space to store their work in between?
  - Display Equipment: do you have "props" the guest artist could use (display panels, lights, tables, etc) – or will the guest need to provide all?
  - Weather: if your guest is showing outdoors, what will you do about unforeseen, inclement weather? Plan B?

Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## Studio Matching Information (continued)

- For Guest/Partner Artists:
  - Cost: What are additional costs? Is there a fee to “rent” the space? Are there additional costs for shared publicity?
  - Medium: are you interested only in finding someone with a DIFFERENT medium from yours?
  - Space: what are your space requirements? How about environment—i.e., is outdoors in sunlight ok?
  - Display Equipment: does your host have display “props” —or will you need to provide you own?
  - Weather: if showing outdoors, what will you do about unforeseen, inclement weather? Plan B?
  - Location: how important is it to have a host studio that is located relatively close to your home? Are you willing/able to dismantle your display after each show day and/or between weekends?
- Finding a Match:
  - Take a pro-active role in your studio search. Regularly check the list of studio spaces available on [marinopenstudios.org](http://marinopenstudios.org) or contact the studio matching coordinator.
  -

### *Once You Decide On Studio Partner(s):*

- General considerations:
  - Do you want to display your work completely separate from each other—or are there complementary themes that would lend themselves to mingling?
  - When can you meet to evaluate the display spaces and work out a plan for getting ready for the show?
- Space and display
  - Will the space need to be prepared-cleaned, painted, outside areas groomed?
  - Specifically, when will the exhibit be prepared? (week before, day before?)
  - Are hanging supplies needed? Is painting or rehabbing pedestals needed?
  - Do you have or need a canopy for outdoor space?
- Publicity
  - Signs: how many in total will you need? Who will be responsible for putting them out each Friday night or Saturday morning and taking them down on Sunday nights?
  - Will you do any joint marketing –or just your own (post card mailing, ad placement, email blasts, etc)?
- Logistics
  - Hospitality: what refreshments will you provide (if any) and who will buy what?
  - Guest book and visitor counting: will you offer one book or several? Will one person count visits for the whole studio – or will each of you?
  - Parking: where will guests park and how will you make that clear to visitors?
  - Safety: are there any potentially hazardous areas that should be roped off?
  - Do you have a “Plan B” for weather or other unforeseen circumstances?
- Clean up at end
  - Who is responsible for what?
  - Who will remove the Marin Open Studios signs at the end of each weekend?
  - How will you distribute the guest books names (if you opted to have only one sign in)?

Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## Important Dates

All dates, times and locations are subject to change.

- October 18, 2017** Registration opens for Marin Open Studios 2018. Kickoff Party. Marin Society of Artists 6:45-8:30pm. 1515 E Street, San Rafael
- January 15, 2018** Deadline to pay \$295 registration fee.
- January 16, 2018** \$320 registration fee begins.
- January 30, 2018** Registration deadline to be included in the printed Tour Guide. All registration information must be complete and registration fee paid by this date to be included in the Tour Guide.
- March TBD 2018** "Social Media" Workshop with John Kraft. Location TBD. Free for registered artists.  
Other workshops TBD.
- March, 2018** Tour Guide proofing. Artists proof their listing in the Marin Open Studios Tour Guide  
Map via email. (exact proofing dates TBA)
- March, 2018** Sign up for 3-4 volunteer hours online or pay a "volunteer buy- out fee" (exact dates and sign up info TBA)
- April, TBD 2018** Artwork Drop off day for Gallery Exhibition and Silent Auction.
- April, TBD 2018** Preview Gala Last week-end in April. Exact date, time and location TBD.
- MOS WEEKEND 1: May 5-6, 2018** – Artist studios open in West and North Marin\*: Stinson Beach, Bolinas, Olema, Inverness, Pt. Reyes, Marshall, San Geronimo, Woodacre, Fairfax, San Anselmo, northern San Rafael (94903 zip code) and Novato.
- MOS WEEKEND 2: May 12-13, 2018** – Artist studios open in South and Central Marin\*: Sausalito, Tiburon, Belvedere, Mill Valley, Corte Madera, Larkspur, Greenbrae, Kentfield, Ross and central San Rafael (94901 zip code).
- May 14, 2018** Artwork pick up day. Pick up your artwork from the Gallery (exact date and location TBA)
- June, 2018** Marin Open Studios artist survey and wrap up meeting



Marin Open Studios 2018 Information Packet  
Event Weekends: May 5-6 & 12-13  
Early Registration deadline: January 15, 2018  
Print deadline: January 30, 2018

## Marin Open Studios Logo

Artists are encouraged to use the logo on your website, postcards, and other promotional materials.

Download the logo here:

(Ryan: please insert Downloadable version)