



EAST 2018 FAQs

Who can register as an EAST participant?

Visual artists, artist collectives, arts organizations and galleries are encouraged to join in the annual celebration of visual art.

What benefits do I receive for participating in EAST?

EAST offers a behind-the-scenes glimpse at Austin's best and brightest creative minds at work through an approachable, self-guided tour. Join us for EAST 2018 and be at the heart of one of the city's largest celebrations of visual art. With over 45,000 attendees each year, EAST is the opportunity for you to connect with new audiences in an innovative way.

In addition to having the opportunity to share your work with arts enthusiasts, industry leaders, and collectors, you will receive the following perks during EAST and year-round:

- Listing in the EAST catalog and map, with 10,000 copies distributed citywide
- Listing on the EAST website (east.bigmedium.org), including contact information and images of your work
- Access to EAST promotional materials for distribution to your networks, including EAST design assets, social media content, customized press release templates, and promotional flyers
- Opportunity to participate in the EAST group exhibition
- Discounts on advertising in the catalog
- Considered for year-round visits with Big Medium's donors and collectors
- Social media and web promotion of your EAST-related exhibitions, workshops, and events
- Emails about artist opportunities, calls for submissions, and career development workshops

What changes have been made in format of EAST?

We've shifted our distribution structure and we're adding an app. Catalogs now must be picked up at the EAST Group Exhibition (starting point of the tour) or Canopy. Members will receive their catalog in the mail and the Library will still distribute maps at all 23 branches. To make navigation of the tour even easier, we will also be adding an app for the first time!

What does Big Medium do to promote the Tour?

We publish and distribute 7,000 copies of the full color catalog, 10,000 copies of the map, and posters promoting EAST across the Greater Austin region. We have over the street banners in prime locations. We manage the EAST website (east.bigmedium.org) where you can find specific details about each participant and additional images. We promote EAST to our extensive press and media sources highlighting a variety of aspects of the tour. We also promote the tour and individual participants through our social media channels (Facebook, Instagram, and Twitter). Connect with us: [@BigMediumAustin](https://www.instagram.com/BigMediumAustin) or [#eastaustinstudiotour](https://www.instagram.com/eastaustinstudiotour).

What is the cost of participating?

Artist registrations are \$175.

What is the difference between applying as an artist and an exhibition?

Artists identifies individual creatives and collaboratives. Participants must be free and open both weekends of the tour from 11am–6pm.

- **Individual artist**
 - Artist in a studio
 - Guest at a studio
 - Artist featured at a gallery
 - Artist in a temporary space
- **Collaborative**
 - Two or more artists producing work together

Exhibitions is intended for art shows with more than one artist in a single listing and time based experiences. Exhibitions can occur during or after tour hours (11am–6pm).

- **Group Exhibition**
 - Multiple artists in any venue
- **Art Event**
 - A time based art experience in any venue

If I open my studio and have a number of guest artists there as well, is the fee \$175 for each of us?

Yes.

Do I still have to pay the \$175 if I don't get accepted into the show?

We fully refund applicants that are not accepted onto the tour.

Do guest artists have to live/work outside of the boundaries?

Not necessarily. Sometimes artists choose not to show at their own space even if they are within the boundaries, because they prefer to share space as a guest. Guests can also be from outside Austin.

What does my participation fee go to?

Your \$175 contributes to the services and platform the tour provides as well as production of promotional materials -- including the catalog and map, flyers, over the street banners, etc --and marketing efforts, including digital and print ads in various media outlets.

In terms of being accepted into EAST, is the same criteria applied to all categories?

The East Austin Studio Tour is a community oriented art event. Our intent is to be inclusive and provide a platform for a diverse group of Austin artists. WEST is organized into five participant categories, **Artist in a Studio**, **Artist featured at a Gallery**, **Artist in a temporary space**, **Group Exhibition** and **Happening**. Each category has a different set of criteria described below.

- **Artist in a Studio**

Artist Studios is the largest category and has the least restriction for acceptance. If an artist wants to participate in their work space, we are happy to include them. So, this category is reserved exclusively for spaces where artists create their art.

- **Artist in a Gallery**

This category is for an individual artist showing at an established art venue with regular programming.

- **Artist at a Temporary Space**

This category is for an individual artist showing at a temporary space. This category is more closely reviewed in order to insure the space is conducive for showing artwork. Commercial spaces and restaurants, cafes, etc, do not qualify for the tour but belong in the Pit Stops category.

What are the registration dates?

Registration runs from July 10 - August 10, 2018 for inclusion in the printed catalog.

Once I am registered, how can I change the information on my listing?

You can edit and update images and information as often as you'd like through Submittable up until September 3! After that point, we will send out a PDF proof of the catalog for review before print.

How do I format my images for print?

Images should be at least 1500 pixels in 300dpi. If you do not have Photoshop, free alternatives include: Pixel, Splashup, GIMP.

If I share a space with another participant, what is the fee?

Each participant is encouraged to register individually, unless you are a collaborative. There are no discounts for group registrations. The benefit of registering individually is that visitors tend to gravitate to locations with higher density registrants. By registering individually you are increasing the number of destinations in your neighborhood, and are thereby more likely to attract visitors!

Can I set up in another registered participant's studio, but not register?

No, we do not recommend or encourage this setup. It is in your best interest to register and officially be included on the tour. This way you can participate in the EAST Group Exhibition and be included in EAST promotional materials.

I want to participate, but I don't have a studio within the boundaries.

We want you to participate and Big Medium *MAY* be able to pair you with a space. Please fill out our Guest | Host form at east.bigmedium.org. Please note, Big Medium cannot guarantee placement and will only seek a pairing, we highly encourage you to simultaneously seek space on your own.

The registration fee is a lot of money for me right now, but I really want to participate. What should I do?

Big Medium provides opportunities for artists to participate in EAST through our Fellowship Program. Big Medium awards artists scholarships based on artistic merit and financial limitations. EAST applicants may apply for a Fellowship within the tour application to receive partial or full financial support to cover the participation fee. EAST's registration fee is comparable to other nationally acclaimed open studio tours. We are committed to keeping the cost as low as possible for our artist participants.

I want to participate, but I don't know where my studio will be in November.

Register now and you can change your studio location by logging back into Submittable and editing your participant profile. Be sure to update your information by Aug 27.