



EAST 2018 Participant Guidelines

Tour Information

- Dates & times: Nov 10 - 11 & 17 - 18, 11am-6pm
- Boundaries: East of I-35, West of 183, South of 183, North of Riverside Dr
- Fee: \$175
- Key Dates:
 - Open Call: Jul 10 - Aug 10
 - Due EAST: Nov 8
 - Post-tour Town Hall Meeting: Nov 28

Boundaries

To participate in EAST, you must have a space within EAST boundaries (see above). If your studio is outside the boundaries, you are welcome to join by showing as a guest at another artist's studio, temporary space, or gallery.

**Please do not apply as a participant of EAST if you are seeking to advertise a non arts-related event or business as a stop on the tour. This includes cafes, restaurants, and other retail businesses. We appreciate your desire to be involved and invite you to invest in the success of the tour and promote what you do to a huge audience by becoming an EAST sponsor, Pit Stop, or advertiser. For more information email at development@bigmedium.org.

Step-by-Step Application Guide

The EAST application is just seven steps. Please review all steps and be prepared to provide the specified information. All details of your participation (i.e. artist(s), statement, images) must be finalized before you apply. Incomplete applications will not be reviewed.

Step 1: About

Let us know who you are. EAST listings are designed for individual artists or collaborative groups. If there is more than one artist at your location, each artist is encouraged to complete a separate application or participate in the Exhibitions category.

- Artist Name (First name, last name, or collaborative name)

Step 2: Category

Carefully read each category, then select how you would like to participate. Make sure to note all requirements for your specific category.

ARTISTS

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

Artist in a studio

This category is reserved exclusively for spaces where artists create their art. This may include home studios, spaces in larger studio complexes, or stand-alone commercial studios.



231. Cynthia Pierce

Porcelain, acrylic

I just make things, and the studio becomes a playground where each bowl, drawing, and painting, stands complete within itself. I play with grogged porcelain in search of the perfect bowl. My Texas roots have pulled me back to scenes of Texanna where cattle and dirt dominate my canvases. Color is the major focus of both clay and canvas.

Artist Studio • Black and White Home

1012 W Johanna • (512) 751-2234

cynthiabeimer@gmail.com • artofcynthiapierce.com

Accessibility: 2

Guest at a studio

Artists who don't work within the boundaries of EAST may participate as a **Guest Artist**.

- Guest Artists must make all arrangements with a host studio before submitting an application. (Big Medium does not find studios for Guest Artists).
- Guest Artists must complete their own, separate application.
- Studios may only have a maximum of 6 Guest Artists in accordance with City code and Big Medium policy.



266. Karen Woodward

Glass, light, collage, mixed media

I will be exhibiting a colorful new body of work titled Memory Constructs. With this new body of work, I use glass, light, ceramics, and collage to explore concepts surrounding memory.

Guest of Valérie Chaussonnet

2008 Arthur Ln

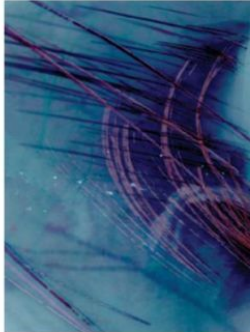
woodwardglass@hotmail.com • karenwoodwardstudios.com

Accessibility: 2

Artist featured in a gallery

This category is for artists exhibiting at established art venues with regular gallery programming.

- Gallery applications must be artist focused and not about the gallery space itself.
- Featured artist is recommended to be on site during some or all of EAST.



155. Krista Steinke: Good Luck With the Sun

Photography, mixed media, video

Krista Steinke is a lens-based artist working in photography, video, and installation. Straddling the lines between document, experimentation, and visual poetry, her work explores a human-environmental relationship and photography's role in how we navigate the physical and cultural landscape.

Exhibition • Women and Their Work

1710 Lavaca St • (512) 477-1064

info@womenandtheirwork.org • womenandtheirwork.org

Accessibility: 2, 3, 6, 7

Artist in a temporary space

This category is for artists exhibiting at a venue not dedicated to showing art year round, which may include pop-up shows, site specific installations, or exhibitions in a warehouse or home.



241. Form in Color

Multiple mapping projectors, LEDs, sculptural foam, LCD monitors, color transparencies, screens, paint, mixed media

'Form in Color' is a collaborative installation made up of a digital animator, experimental architect, and lighting designer reenvisioning a 1970's built home and studio.

Exhibition

1118 Robert E Lee Rd, Unit A • (631) 678-7380

casey@createfacilitate.com

Accessibility: 2

EXHIBITIONS

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

This category is for exhibitions with more than one artist, which may include pop-up shows, site specific installations, or exhibitions in a warehouse, home, or gallery.



229. FutureTBD

Mixed media

Our Anomalous Activity Division has been very secretive about what might be lurking just beyond the public view... until now. For this limited time the public at large is invited to explore and investigate a mysterious found environment that is yet to be fully understood. Proceed with caution and great curiosity if you dare.

Exhibition • Flatfork Studio

709 W Gibson St • (603) 801-5732

futuretbd@gmail.com • futuretbd.art

Accessibility: 3, 6

Happening

Happenings are time based experiences. This category may include art competitions, performances, demonstrations, workshops, artist talks, panel discussions, and other art related activities.

- Activations must occur within the weekend days of EAST.



D. Seen and Unseen: A Sunday Afternoon in Clarksville

Mixed media

May 12, 12-2pm

Join curator Stephanie Lang for a gallery talk about the exhibition Seen and Unseen. The impact of the on-going displacement of historically Black communities—locally, nationally, and globally—is profound and timeless. Photographers Hakeem Adewumi and Celeste Henery use photographs to exemplify this truth. Centered around Clarksville, a freedom community established in the early 1870's in West Austin, images of former residents and their families, architectural remains, discarded household items, and historical buildings, honor what was left behind.

Happening • The Idea Lab

210 West 24th St, Gordon White Building, Room 2.204

galleriesatut.org

Accessibility: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Short description of how you'll be participating on the tour

- Example #1: I'll be showing in my studio during EAST.
- Example #2: A friend is letting me and three other artists use their empty house to create a temporary installation.
- Example #3: I am a part of a group exhibition in an office space.
- Example #4: I'm hosting an interactive art event.

Step 3: Contact

This information will be listed in the EAST promotional materials (catalog, map, desktop and mobile sites, etc.). If you don't wish to publicize certain information, you may leave it blank. Social media links will only be listed on the desktop and mobile website.

- Phone number
- Email
- Website

- Facebook
- Instagram
- Twitter

Step 4: Artist Statement & Medium

Provide the audience with an artist statement or description of your exhibition - as well as details on the materials involved in your practice.

Artist Statement

- Please provide a short statement for publication in the catalog and website. Single paragraph format only, 400 characters or less (including spaces).

Medium

- Mediums for desktop and mobile website search feature. Please only select mediums that will be on display for EAST.

Materials

- Please describe materials used.
 - Examples: Oil, acrylic, graphite, bronze, wood, latex, porcelain, etc.
 - Not: painting, drawing, sculpture, ceramics, etc.

Step 5: Location

This is where the audience will come to see you and your art. Tour boundaries are: East of I-35, West of 183, South of 183, North of Riverside Dr

- Street address
 - Please abbreviate any instance of Street, Lane, Road, etc to St, Ln, Rd (with no period)
 - i.e. 916 Springdale Rd
- Building, Suite, or Unit Number
- Zip Code
- Special directions for tour-goers
 - i.e. "down the alley", or "in the shed in the backyard"
- Is your location zoned residential?
- Is your location kid friendly?
- Are other languages spoken at your location?

Step 6: Accessibility

Please take a moment to determine your space's accessibility by using the following checklist. Please click [here](#) for details on official State of Texas ADA requirements.

We understand that many of you will be participating in home studios or unusual spaces, and we're not asking anyone to make their space fully accessible. We're simply informing our audience to provide a more enjoyable tour experience.

If you are a guest, please make sure your information is accurate and corresponds to your host's submission.

Parking

- Official parking for the disabled?

Entrance & Interior Mobility

- Minimum 32" wide doorway clearance space?
- Entry path without stairs?
- Entry way with a ramp?
- No lip entryway?
- Accessible path around studio areas with minimum 36" width?

Restrooms

- Entry way with minimum 36" wide clearance space?
- Minimum 56x60" clearance space for toilet?
- Grab bars?

Other

- Braille or Raised Letter Signage?

Step 7: Images

Please submit three images for consideration that best represent your art, space, or event. One of your images will be featured in the catalog - all three will appear on the EAST desktop and mobile sites. Big Medium has final selection on catalog images. Please submit your images in order of your personal preference (catalog image first).

Images Must Meet the Following Specifications

- Name image files accordingly: First Name_Last Name_Image # (i.e. **Hollis_Baxter_1.jpg**)
- JPG ("Quality" set to Maximum).
- **300dpi** for print*
- Images must be at least **5" or 1500 pixels** wide
 - If you do not know what this means or need help formatting your images, please email east@bigmedium.org
- For the catalog image, horizontally oriented images are not required, but are **strongly suggested** in order to maximize the allotted space.
- No logos, please! Do not submit images with text overlaid on the image, or images with multiple pictures collaged together to fit more images into one.
- Blurry or poor depictions of art will not be printed or put on the website, nor will images taken in poor lighting or with very distracting surroundings.

Images for catalog and website

- Image 1
 - This should be the preferred catalog image, but please understand that Big Medium

reserves the right to make the final selection on catalog images.

- Image 2-3
 - These additional images will be for the website and/or alternatives for the catalog image.

Website Thumbnail

- This image will represent your listing on the website and should reflect your work as best as possible. The format must be square. Min 200 pixels.
- Name thumbnail image accordingly: First Name_Last Name_**Thumb** (i.e. John_Smith_**Thumb**.jpg)

Studio or Location Image

- This image is to help our staff get a better idea of how you're planning to participate. Please use an interior shot of you work/exhibition space. Min 200 pixels.
- Name studio image accordingly: First Name_Last Name_**Studio** (i.e. John_Smith_**Studio**.jpg)

Visual Reference

To help you visualize how your information will be used, you can check out the 2018 WEST catalog [here](#). While the two catalogs will not be identical, you can expect the 2018 EAST catalog to look similarly.

Thank You

Once again we're doing all we can to make the East Austin Studio Tour an exciting and inspiring experience for participants and tour-goers alike. Please contact us at east@bigmedium.org if you have any questions.