



## EAST 2017 Participant Guidelines

### Tour Information

- Dates & times: Nov 11 - 12 & 18 - 19, 11am-6pm
- Boundaries: East of I-35, West of 183, South of Hwy 290, North of Riverside Dr
- Fee: \$150 Early Application, \$175 Regular
- Key Dates:
  - Open Call: **Jul 11 - Aug 11**
  - Early Application Discount: **Jul 11 - 18**
  - Application Workshop: **Aug 3**
  - Catalogs available to the public at all Austin Public Libraries: **Nov 1**
  - Due EAST: **Nov 9**
  - Post-tour Town Hall Meeting: **Dec 6**

### 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 the Artist Studios category by showing as a guest at another artist's studio. Alternatively, you may find either an established gallery or temporary exhibition space to host you.

\*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. 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 Jenna Carrens at [carrens@bigmedium.org](mailto:carrens@bigmedium.org).\*

## Step-by-Step Application Guide

The EAST application is just 7 easy steps. Please review all steps and be prepared to provide the specified information. Incomplete applications will not be reviewed.

### Step 1: About

Let us know who you are and where you will be showing.

- Artist Name (First name, last name, or collaborative name)
- Studio Name -or- Exhibition Title

- Venue 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.

### 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.

- Studios must be open both weekends of the tour from 11am – 6pm.
- Studios must be free to the public.

### 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.

### Gallery

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

- Gallery must be open both weekends of the tour from 11am – 6pm.
- Gallery must be free to the public.
- Gallery applications must be exhibition focused and not about the gallery space itself.
- All details of your exhibition (i.e. artist(s), show title, description) must be finalized before you apply.

### Artist featured in a gallery

This category is for an artist featured in an established art venue with regular gallery programming.

- The gallery must be open both weekends of the tour from 11am – 6pm.
- The gallery must be free to the public.
- Featured artist is recommended to be on site during some or all of EAST.

### Temporary Exhibition

This category is for a temporary exhibition, which may include pop-up shows, site specific installations, or exhibitions in a warehouse or home. (Cafes, restaurants, or other retail businesses should not apply here - please contact Jenna Carrens at [carrens@bigmedium.org](mailto:carrens@bigmedium.org) for more info about getting involved).

- Temporary Exhibitions must be open both weekends of the tour from 11am – 6pm.
- Temporary Exhibitions must be free to the public.
- All details of your exhibition (i.e. artist(s), show title, description) must be finalized before you apply.

### Happening

This category is for art-based events, which may include one day exhibitions, art competitions, performances, and activities that can occur during or after tour hours (11am-6pm).

- Happening must occur within the weekend days of EAST.
- Happening may have hours outside those of the tour (11am-6pm).
- Happening must take place within a 24 hour time period.

### **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 creative 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**

- Describe the mediums and materials involved in your art.
  - Example #1: Oil and acrylic on canvas
  - Example #2: Silver, copper, precious stones
  - Example #3: Porcelain
- Mediums for desktop and mobile website search feature. Check three mediums that apply from the provided list. To be used for desktop and mobile website search feature. If you select more than three mediums, we will pick the first three for you and remove the rest.

## **Step 5: Location**

This is where the audience will come to see you and your art. Tour boundaries are: EAST of I-35, East of Mopac, South of Hwy 183, North of William Cannon

- 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.

### **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 [west@bigmedium.org](mailto:west@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.
- 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 your work/exhibition space.
- 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 2017 WEST catalog [here](#). While the two catalogs will not be identical, you can expect the 2017 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](mailto:east@bigmedium.org) if you have any questions.

# Apply Now

Ready to apply? Click [here](#).

\*If you are interested in being considered for a Fellowship, please apply [here](#) instead.