

23rd Annual South End Open Studios

Information for Artists

Saturday, September 19 & Sunday, September 20, 2009
11:00AM-6:00PM



South End Open Studios, which set the stage for the SOWA Art Walk, First Fridays and so many similar events in the South End and throughout Boston, continues to rank among the premiere art events.

South End Open Studios draws more people to the area (more than 10,000 visitors over the 2-day event) than any other art-based activity. The event is aggressively marketed through print ads in local newspapers and magazines, spots on WBUR, a mailing of over 15,000 brochures, and numerous calendar listings and editorial pieces. In the past few years the USEABOSTON.COM website has played an increasingly important role in marketing both Open Studios and the individual member artists.

As the art environment in Boston evolves, United South End Artists, the volunteer organization that produces South End Open Studios, works to improve the overall event and enhance its place on the annual Boston arts calendar. In this time of proliferating open studios events and slowing economic growth it is more important than ever that the South End Arts Community shows its strength and vibrancy – and one of the best ways to do that is to be an official participant and open your door during South End Open Studios.

Due Date

Your participation form must be received no later than **Friday, June 26th** to qualify for the early participation rate (a \$10 savings). Meeting this deadline will also assure that you will be included in the 20,000 print run of the USEA brochures.

Website

The 2009 USEA website will be live in mid-July. The request for your website listing is included on the back of this form. PLEASE submit an image to accompany your web listing. The more images on the site the more vibrant it is and the more on-line visitors are drawn into the event. Email a pdf or jpeg (we would prefer a 300 dpi jpeg so that we can easily also use it for print publications. You are free to send a lower resolution image if you choose) to jgoodman@mpwi.org. If you are not able to send image electronically, please call Jody Goodman at 617-267-8862 to discuss.

Reaching Out

USEA makes every effort to reach out to all visual artists in the South End to encourage their official participation in South End Open Studios. As the artist population is somewhat mobile we have learned that our lists need constant updating. If you have a new neighbor in your studio building, please share information about the event with them. If you need hard copies of this form please call Jody Goodman at 617-267-8862.

SOUTH END OPEN STUDIOS 2009 PARTICIPATION FORM



CONTACT information

Name	_____			Email	_____	
Mailing Address	_____					
City	_____	ST	_____	Zip	_____	
	_____				Phone (Preferred)	_____

BROCHURE listing (Please Print Clearly)

Listing Name	_____				
Studio Address	_____			Studio Number	_____

Description of work in 12 words or less	_____				

I would like to receive ____ USEA supplied brochures to be shared with my mailing list.					

CATEGORY LISTINGS help patrons find specific types of work throughout the weekend of Open Studios and on the website. Please check ONE category that best describes your work.

- Ceramics Jewelry Printmaking Sculpture Fiber Arts
 Metal Wood Mixed Media Furniture Drawing
 Painting Glass Photography Other: _____

Your participation in South End Open Studios includes a listing on the USEA website (www.useaboston.com). Please indicate the information you would like to include:

Email _____ Phone _____
Website _____ Image Title* _____

*Email image (jpeg/300dpi preferred or pdf) to jgoodman@mpwi.org. Please include title of piece, medium and size as well as your name in the subject line of email.

PARTICIPATION FEE (All fees include USEA Membership)

Artist in their own space: \$65 through June 26th or \$75 after that date. Additional artist showing in the same space must also pay the participation fee & submit a Participant Form

Gallery: \$155 through June 26th or \$165 after that date. Listing can include descriptive overview of show and list up to 20 artists' names.

Artist in USEA supplied space: \$95 through June 26th or \$105 after that date. Please read attached guidelines carefully as all conditions need to be fulfilled to be considered for participation. All artists wishing to use the space must provide material for review.

PAYMENT (Checks payable to: United South End Artists)

Send form and check to: USEA c/o MPWI, 349 Newbury St. Suite 300, Boston, MA 02115.
Call Jody Goodman at 617-267-8862 or email jgoodman@mpwi.org for more information.

UNITED SOUTH END ARTISTS, INC

USEA Provided Space

United South End Artists, Inc. will continue to cap the number of artists showing in the USEA provided Group Space at 65 participants.

- USEA will select work of the highest quality that also creates an interesting balance of different types of art and craft.
- Artists who are accepted **may not participate in any other open studios events within the City of Boston.**
- Weight will be given to qualified artists' ties to the South End/history with South End Open Studios.

SUBMISSION GUIDELINES

All artists, whether new or returning, interested in showing work in the Group Space must submit:

- 2-4 images representative of the work you will show. Please make sure the images are clearly labeled with your name, the name of the work, the year created. Images may be sent via email to jgoodman@mpwi.org as a jpeg or pdf file. Make sure to include all needed information on the images in your email.
- A brief statement explaining your tie to Boston's South End/South End Open Studios. Failure to include this information will disqualify you from consideration for the space.
- The completed Artist Participation form and fee.

Your materials must be received by June 26th to be considered for the Group Space. Applications will only be accepted after this date if there are available slots in the space.

Review Process will take place the week of June 29th. Accepted artists will receive notification by July 10th.

Artists who are not accepted will receive their materials including the participation fee no later than July 15th.

ON-SITE

1. Only your original work may be included in your South End Open Studios space. This work also must reflect the representations you submitted with your participation form. USEA reserves the right not to display misrepresented work. No mass-produced works, dealers or artist representatives will be considered.
2. Each person accepted for the USEA group space will be provided with one space which will include approximately 10'1 x 6'd of display space. Wall space will be assigned on an as-needed basis. Those who do not need wall space will be assigned space in the center of the room(s). There will be one space per artist. You or your representative must be in/near your space ALL hours South End Open Studios is in operation (i.e. 11am until 6pm both Saturday and Sunday).
3. Tables and chairs will be available for rent on-site at a cost of \$15 for a 6-foot table and 2 chairs. All table coverings are to be provided by the artist.
4. General lighting is available in the space. Any art specific lighting is the responsibility of the participating artist. There are plenty of outlets but long extension cords might come in handy.
5. There will be an orientation/space assignment meeting for participating artists early in the week of Open Studios. You will receive notification of the exact date and time of this meeting about 2 weeks in advance.
6. The space will be available for move-in from 3pm until 9pm Friday, September 18th and from 8am on Saturday, September 19th. All work must be fully installed by 11am Saturday when Open Studios officially opens. All work must be removed between 6pm and 9pm on Sunday, September 20th.

If you have any questions, please call Jody Goodman at 617-267-8862.