



OPEN STUDIOS 2025, October 11-12 & 18 -19

Application Deadline: June 16

Notice of acceptance: June 20

sonomacountyarttrails.org

openstudios@sebarts.org

Art Trails Open Studios is a program of Sebastopol Center for the Arts (SebArts) and is one of Sonoma County's most beloved annual art events for over 40 years. SebArts takes pride in showcasing this vibrant network of artists each year where participating artists support their art practice by opening their studios to the public. Art Trails promotes this annual event through digital, social media, press, and a comprehensive catalog guide that is distributed throughout the Bay Area.

Art Trails offers a unique opportunity to be part of a thriving arts community for established artists in a variety of mediums. The program fosters a collaborative environment where artists can exchange ideas, expand their creative networks, sell their artwork, and receive valuable feedback from art lovers and collectors alike. Art Trails offers participating artists the opportunity to show in their Sonoma County studios.

BENEFITS of Being an Art Trials Artist:

- Showcase your art to thousands of visitors and collectors
- Exhibit in Preview Exhibitions throughout Sonoma County
- Learn new skills through SebArts professional development workshops
- Build your collector contacts through visitor engagement
- Exposure on Art Trails website listing, catalog, and social media
- Develop your networking and presentation skills through mentorship
(*new + second-year artists are assigned a seasoned mentor*)
- Have fun making new connections with artists, friends, and collectors

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PARTICIPATION FEES

- Annual Entry Fee \$425
- Jury Fee for New Applicants \$35
- SebArts Basic Annual Membership
(See SebArts membership for all the included benefits) \$75
- Returning Artist Volunteer opt-out fee
(optional for those who do not want to volunteer for the required 10 hrs) \$250

All fees to be paid through the online application.

Returning artists- please contact membership@sebarts.org if unsure about membership status.

CRITERIA AND GUIDELINES:

- **Art Trails Open Studios is two consecutive weekends:** October 11-12 & 18 -19, 10am-5pm.
Artists must be present in the studio for all four days.
- **All accepted artists must complete 10 hours of volunteer work for Art Trails/SebArts.**
See the list of Work Assignment team descriptions on our artist resources page and choose the top three which fit your skills most accurately.
- **Apply under your chosen medium category**, see the Media Category list for more information. Returning artists can jury in a second medium.
There are two “second medium” options:
 1. For a \$25 fee, artists will receive a second medium listed under their regular catalog listing, ie: Jane Doe: *Painting, Mixed Media*.
 2. For a FULL second medium listing, which includes image and contact information, an additional application fee is required (\$425). Full second listings will be placed side by side

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in the catalog, and studio numbers will be "A" and "B" for the one artist showing two mediums (*final alphabetical lettering will depend on how many artists are sharing the studio*). Volunteer hours, membership and opt-out fee is only allocated for the first listing.

- **New artists are juried by a panel of experienced artists and arts professionals.**
First-time applicants will pay a \$35 non-refundable jurying fee.
- **Artists must be Sonoma County residents to participate.** All studios must be within Sonoma County.
- **Work must be original**, high-quality and made by the artist's own hands. New artist's work is evaluated by the following criteria: proficiency of skill, sufficient body of work, unique and original voice
- **All artists must submit one original piece, available for sale, for the Art Trails Preview Exhibition at SebArts**, along with an artist statement. Artists are encouraged to participate in additional Preview Exhibitions hosted by other Sonoma County galleries.
- **All accepted artists are required to add plenaerts@sebarts.org and openstudios@sebarts.org to their email contacts.** Catalog proofing, important reminders, guidelines, workshops and other crucial communications are sent via this email, and artists are expected to respond. Information will also be updated in a timely fashion on the Art Trails artist resource page on the website. **Art Trails/SebArts is not responsible for missed information.**
- **All applications must include 4 images of your work- 6 Images for New artists.** Images need to be labeled correctly to be considered, **lastname_first_1** (*image you want in the*

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catalog), **lastname_first_2 ...6 for the rest**. Correct labeling is required for identification by jury/catalog team. One publicity image, for use on all marketing channels, is encouraged but not required, and should be you and your art/art making. Please label: **lastname_first_pub**. Any issues with uploading/changing images are directly managed by Open Studios Manager.

Please note: the image labeled Lastname_First_1 will be your catalog image

- **Artwork** images must be high-quality. Colors must be accurate, and works must be well lit and unframed (*or with a plain background for 3d art*). The full image area for each artist in the catalog is 2.25" wide x 3" tall. This is comparable to a 9"x12" or 18"x24" portrait-oriented image, which scales to the appropriate size for the catalog. You are allowed to crop your image to fit this size, or you may elect to choose not to occupy the full space. You will have the opportunity to revise your image during catalog proofing.
- **Image resolution guidelines:** File must be at least 4" on longest side at 300 dpi resolution, RGB. For the most accurate color representation in print, please convert your image to CMYK color space (*if you have access to this feature*), otherwise it will be converted for you to meet print guidelines.
- **Valid California resale license** must be posted at the studio of each participating artist. Licenses can be obtained through the California Department of Taxes and Fees Administration (cdtfa.ca.gov). The State of California requires artists to have a valid resale license to sell artwork.
- **Event insurance is strongly recommended.** Eventhelper.com is a good resource. More information is available on the Artist Resource page.
- **To help with marketing data for future shows, artists must submit a mandatory online evaluation form**, provided to you, prior to the show, and due by This information is

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confidential and helps to improve our program.

The Art Trails Steering Committee and SebArts are committed to maintaining the integrity of our event. We do our best to offer support and answer questions, and Art Trails participants are required to comply with these guidelines. Non-compliance may result in the artist being excluded from the event for one year without refund, after which they will have to be rescreened as a new artist.

CANCELLATION REFUND POLICY: Due to catalog production, studio allocation and marketing timelines, we cannot offer refunds after July 15th, 2025. Cancellations after this date are non-refundable. The application is a commitment to participate. We will consider extenuating circumstances only on a case-by-case basis.

Questions?

An information meeting will be held via Zoom on May 13th at 6:30 pm to answer questions about the program and application. Whether you're a new artist or long-time participant, we encourage you to attend! Visit the Artist Resource page for the Zoom link.

Second Wednesdays of the month:

Monthly Steering Committee Meetings: 4:00 - 5:30 pm Second Wednesdays via Zoom link on Art Trails Artist Resource page. Artists are welcome to attend!

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Art Trails 2025 CALENDAR

All dates, days, times, locations are subject to change. Changes will be emailed out to all accepted artists and posted on the Art Trails artist resource page. Add plenaerts@sebarts.org and openstudios@sebarts.org to your contacts and check the resource page regularly.

NOTE* New for this year- SebArts will NOT be mailing catalogs to individual mailing lists

April 11	Application Opens
May 13	Application Information Meeting via Zoom, 6:30pm
June 16	Final deadline to apply
June 20	New Artists Notified of Acceptance
July 8	Kick-off Meeting in person at SebArts, 6pm
July 11	Cancellation deadline for refund
July 22	Countdown Club! 6-8 pm at SebArts
TBA	Deadline to submit studio demonstration information
TBA	Networking/Marketing Workshop, in person at SebARTS, Little Red Hen Dining Room, 9am- 12pm
August 18	Countdown Club! 6-8 pm at SebArts
TBA	Catalog Proofing for all Art Trails Artists
TBA	Final Catalog Proofing for those who required revisions
Sept 9	Intake Day! Deliver artwork for Preview Exhibit, pick-up artist packets/signs 11am - 6pm

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Sept 13 Preview Exhibit Opening Reception 2- 4pm | Exhibition Dates: Sept 13 - Oct 19

Sept 22 **Countdown Club! 6-8 pm at SebArts**

Oct 11/12 + 18/19 **ART TRAILS OPEN STUDIOS TOUR! 10-5 pm**

Oct 20 Pick-up art from SebArts Gallery, 11am–6pm

Oct 26 Deadline to submit mandatory Online Evaluation Form

TBA Wrap-up Meeting, TBD

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