Art Trails
SONOMA COUNTY OPEN STUDIOS

OPEN STUDIOS 2026, October 10-11 & 17 -18

Application Deadline: June 22
Notice of acceptance: June 29

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
    - Read our Jurying Criteria here
- SebArts Basic Annual Membership
  (See SebArts membership for all the included benefits) *$75*
- Work Hours opt-out fee
  (optional for those who do not want to work for the required 8 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 10-11 & 17 -18, 10am-5pm. Artists must be present in the studio for all four days during all open studios hours.

- **All accepted artists must complete 8 hours of 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.* Only returning artists can jury in a second medium.

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 in the catalog, and studio numbers will be “A” and “B” for the one artist showing two mediums *(final alphabetical lettering will depend on if an artist is sharing the studio).* Work hours, membership and opt-out fee is only required 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 locations. Locations TBA.

- **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 returning artist applications must include 1 artwork image for the catalog. Up to 9 optional additional images for the website may be submitted.**

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- **All New artists must submit 6 artwork images for jurying**.

- **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).*
    - Your images should be cleanly cropped, showing only the artwork
    - Remove any borders, frames, backgrounds, or unnecessary elements
    - Ensure your images are in sharp focus- not blurry.

- Images need to be labeled correctly, **lastname_first_1** *(image you want in the 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_Firstname_1 will be your catalog image

- 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.

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- **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 after the event. This information is 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 with participation requirements and code of conduct may result in the artist being excluded from the event for one year, after which they will have to be rescreened as a new artist. Read our Code of Conduct here.

CANCELLATION REFUND POLICY: Due to catalog production, studio allocation and marketing timelines, we cannot offer refunds after July 11th, 2026. 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 26th 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.

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

Art Trails 2026 IMPORTANT DATES

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.

May 18	Application Opens
May 26	Informational Meeting @ 6:30pm
June 22	Application closes
June 29	Notifications sent
July 11	Last Day to cancel with full refund
July TBA	Catalog Proofing for All Artists

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Sept 8	Intake Day! 11-6pm
Sept 12	Preview Exhibition Reception 2-4pm
Oct 10-11 + 17-18	**Open Studio Days, 10-5pm**
Oct 23	Evaluations Due
TBA	Wrap Up Meeting

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