

SHORE TO SHORE STUDIO TOUR

www.shoretoshorestudiotour.ca

The Westshore community of Greater Victoria has a vibrant art scene, including many ceramic artists and potters. 2021 was the inaugural year of the Shore to Shore Studio Tour and all participants agreed that it was a great success and that we'd like to continue the new tradition. We welcome your application and look forward to you joining us this year.

When?

Saturday, October 1, 2022
10 AM to 4 PM (rain or shine)

Who Can Participate?

Participation in the tour is by invitation as well as juried application. To qualify, serious and/or professional artists must live and/or have their studios in the Westshore communities of Highlands, Langford, Colwood, Metchosin, as well as neighbouring communities of View Royal, East Sooke, and Sooke. Guest artists from other communities are permitted providing there is a host studio available for them to join.

What is required from participants?

1. **Signage:** All participants are expected to purchase pre-designed street signs to direct traffic to your studio and to indicate your location (two+ signs). We require that you use the Shore to Shore sign graphics (to be provided upon acceptance), as well as our stated sign dimensions. We also suggest that you order your signs from Vista Print as their costs are the most competitive. <https://www.vistaprint.ca> In addition, you may choose to print the provided posters and/or handbills if that will help you promote the show to your contacts or community.

Please ensure that you have ordered your signage at least two weeks before the sale so that you are ready to go on the day. Signs may be put up the night before or early on the morning of the sale.

2. **Promotion/Participation:** We are primarily using free online sites, community notices, and social media to advertise the event. **This means that you as a participant are directly responsible for the success of the tour by how much you individually promote the tour via your own social media accounts and community contacts.** Please be aware that you are promoting the whole tour, not just your own work.

New in 2022: Each tour participant is expected to guest host the Shore-to-Shore Instagram account for one fun week (M-F) In July, August, or September. You'll be provided with the S2S account user name and password for a pre-determined week (of your choosing) so that you can educate our followers about your work, your

process, your inspiration, your journey, etc. (a list of tips and daily prompts will be provided). While you're doing this, it is also an expectation that the other tour members will share some of your posts to their own accounts' stories. This will go a long way to generate interest in the event and in various potters' work and reduce the volunteer organizers' workload (which is greatly appreciated).

NOTE: we'll set these posts up to automatically share to the tour's Facebook page.

- 3. Availability:** You are expected to be open for the full duration of the tour (from 10 AM to 4 PM). If something urgent comes up (such as a family emergency or personal illness), please let us know as soon as possible so we can remove you from the map on the website. Also, as a precaution, we ask that you also place a sign at your location indicating that you are closed due to unforeseen circumstances.
- 4. Permission:** By participating in this tour, you are giving us permission to share your studio's street address, your social media accounts, your artist biography and statement, and the photos of your work.

What is the fee?

The aim of the organizing committee is to keep tour administration very simple. This means that costs are also minimal. The main expense for the tour is the website. Since, we're keeping costs to a minimum, so the fee per artist to participate is \$25. Fee payment is due by July 10. Information about how to pay your fees will be sent to you by email before that date.

How Much Work Do I Need to Have Available?

Artists must have a sufficient body of work to exhibit and sell. This will depend on the nature of your work. If you make functional ware, you'll want to have enough items on hand so that people can pick and choose. If you make sculptural or wall pieces, you may have fewer items on hand. You may also have a few items designated as display only, but the majority of pieces should be available for sale. Regardless, you want the people touring your studio space to feel like it was worth their while to drop by.

How do I price my work?

You will need to consider fair market pricing for your pieces (you may wish to look around to see what that might be). Some functional potters may want to include a high quality "seconds table", but please be aware that what you choose to put on it reflects not just on your own work but also on the tour as a whole. Please be sure to have plenty of your best quality work on display for your potential clients.

How do I apply?

Please see the attached application form. You will need to provide images of 5 to 8 pieces you plan to display in the tour. Please include more than one view of each piece

(top, bottom, side). The jurors are all professional or serious ceramic artists and will be determining your participation based solely on these images.

We also need to have some idea about your display and studio space and require two or three images to help us determine suitability.

As part of your application, you will need to send us a brief description of your work (artist's statement), as well as a brief artist biography. We also require the names of your social media accounts.

NOTE: We will use your social media accounts and photos to promote your stop on the tour. **At minimum, an Instagram account is required for participation.**

What if I'm a returning artist?

Returning artists are required to fill in and sign the application form below and submit the fee by the deadline of July 10. Instead of sending photos of pieces to be juried, please send us your favourite photos of recent work that we can use in our online promotion.

What if I live in one of these communities but don't have a studio location?

If you use a community studio space in the Westshore for your work, please contact us about using that space as a possible tour stop. If you feel your home studio space is not suitable for the tour, also let us know and we'll see if someone is able to host you.

It is possible for each home-based studio to have a maximum of two artists, so if you have space and you'd like to host another juried artist, please let us know and we can connect you. Each artist must apply and be juried separately and is responsible for submitting the application fee.

I have further questions – can I talk to a person?

Absolutely! Email us at s2s.studiotour@gmail.com and someone will get back to you.

Please follow (and promote) our social media accounts:

We need your help in getting the word out! Please follow these accounts on the platforms you use and share with your followers and friends.

Facebook: @shoretoshorestudiotour

Instagram: @shoretoshore_studiotour

SHORE TO SHORE STUDIO TOUR APPLICATION

Deadline: Friday, June 24, 2022

Jury Process:

Jurors for the tour are serious or professional ceramic artists who live and work on the Westshore. They are dedicated to promoting the arts in our community and will be looking for work that demonstrates a high calibre of skill. Any work using clay as the primary medium will be considered.

Once you have been accepted to the tour, we will let you know by email. At that point, we will require any high-quality images (300 dpi) you would like us to use to promote your work.

Upon acceptance, please submit your fee of \$25 by July 10, 2022. Method of payment details will be sent via your acceptance email.

CONDITIONS OF PARTICIPATION:

1. **You must only use the promotional graphics provided by Short to Shore Studio Tour.** You are responsible for paying for and storing your own printed materials (signs, handbills, etc.). You are required to have your signs one week before the show and to put them up the night before the tour.
2. **You are solely responsible for handling your sales.** Even if you are a guest at another studio, you must have what you need to deal with your own sales. A POS system like Square works well or you can accept e-transfers if you'd prefer not to handle cash.
3. **You (the artist) and your studio are fully responsible for carrying adequate insurance.** The organizers of Shore to Shore Studio Tour do not take any responsibility for damage, injury, loss, theft, or accident. There is a waiver to sign on the application form.
4. **You must be available and present at your location for the full duration of tour hours.** If the unexpected happens (family emergency, illness), please email us as soon as possible and we will remove your location from the online tour map.
5. **You are required to follow all [COVID guidance from the provincial health office](#).** If masks aren't required at the time of the tour, you can still require mask-wearing on your premises (please provide clear signage). Also, please have hand sanitizer available to clients and perhaps request that they use it before handling your pieces.
6. **You need to have social media account(s) for your work (especially Instagram)** and we ask that you also promote the tour on those accounts. You are expected to host a week on the Shore to Shore Instagram account. If you don't yet have an Instagram account, please set one up at your earliest convenience.
7. **You give permission to have your address, bio, and photos shared online leading up to and on the day of the tour.** (Addresses will be added the weekend before the tour and taken down immediately following.)

SUBMISSION CHECKLIST:

- High resolution (300 dpi min) images of 5 to 8 different pieces of representative work (2 to 3 images per piece), emailed to s2s.studiotour@gmail.com, as well as a minimum of 10 high quality promotional images (if different).
- 2 or 3 images of your studio or gallery space or, if a guest, display set-up
- Brief Bio (75 words), Artist’s Statement (150 words), and artist photo

Please fill in even if you are an invited participant. Please ensure legibility. Thank you.

Name of Artist: _____

Primary Use of Clay: _____

Name of Studio / Business: _____

Street Address: _____

Phone: _____

E-Mail: _____

Website: _____

Instagram Account: _____ * must have one

Facebook Page: _____ * good idea

Acceptance of Conditions and Waiver:

I agree to the Shore to Shore Studio Tour conditions of participation. I will ensure that I have adequate insurance for my property, studio space, and items for sale for the date of the tour, and I will ensure that my property is safe for people to tour. I will follow the Provincial Health Officer’s current COVID guidance. I understand and agree that the organizers of Shore to Shore Studio Tour are not responsible for any damage, injury, loss, theft, or accident related to my participation in the Shore to Shore Studio Tour.

Signature: _____ Date: _____