

# SHORE TO SHORE STUDIO TOUR

[www.shoretoshorestudiotour.ca](http://www.shoretoshorestudiotour.ca)

The Westshore community of Greater Victoria has a vibrant art scene, including many ceramic artists and potters. Several of us have bandied around the idea of a pottery studio tour for years and we're delighted to have decided, in light of continuing COVID restrictions, that this fall is a good time to dip our toes in the studio tour waters.

## When?

Saturday, October 23, 2021  
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. In addition, all potters at the Westshore Pottery Studio are welcome to participate in the sale at that location.

## 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 Shore to Shore signs as provided. You may choose to print posters or handbills if that will help you promote the show to your contacts or community.

The committee will provide you with the graphics, as well as sizing, that we expect you to use to keep the look of the show consistent (we will send you a link by email upon your acceptance to the show). We will also provide you with the name(s) of the printing service we feel will do the best job for the lowest cost. **Please ensure that you have this completed 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:** 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.
3. **Availability:** You are also 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 indicated that you are closed due to unforeseen circumstances.

- 4. Participation:** In addition to actively promoting the tour via social media, we will also have a Facebook group specifically for people who are participating in the sale. This is an efficient way for us to share files and information, as well as get feedback post-tour re: how it went and your interest in possible future events.

If you don't have a Facebook account, please let us know this on the application form so we can make other arrangements to get information to you.

- 5. 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. Even for that, we're keeping costs to a minimum this year, so the fee per artist to participate is \$10. Fees can be paid by e-transfer to: [s2s.studiotour@gmail.com](mailto:s2s.studiotour@gmail.com).

### **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 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 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. If you have social media accounts, we will require these for your application as well.

We will use your social media accounts and photos to promote your stop on the tour.

**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 willing 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.

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

Absolutely! Email us at [s2s.studiotour@gmail.com](mailto:s2s.studiotour@gmail.com) and someone will get back to you.

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**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  
Twitter: @s2sStudioTour

# SHORE TO SHORE STUDIO TOUR APPLICATION

**Deadline: Friday, September 24, 2021**

## **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 (these can also be the photos you've submitted to the jury).

Upon acceptance, please submit your fee of \$10 by etransfer to: [s2s.studiotour@gmail.com](mailto:s2s.studiotour@gmail.com)

## **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 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](#). This includes being masked in enclosed spaces. It's also prudent to have hand sanitizer available to clients and request that they use it before handling your pieces.

**NOTE:** You are within your rights to require that tour guests wear masks on your property. You may also choose to have cashless sales (including cheques).

6. You need to have social media account(s) for your work (unless you are a member of the Westshore Pottery Studio) and we ask that you also promote the tour on those accounts.
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 week of the tour and taken down immediately following.)

**SUBMISSION CHECKLIST:**

- High resolution (300 dpi min) images of 5 to 8 different pieces of work (2 to 3 images per piece), emailed to [s2s.studiotour@gmail.com](mailto:s2s.studiotour@gmail.com) as well as 2 to 3 promotional images (if different).
- 2 or 3 images of your studio or gallery space
- Brief Bio (75 words max) and Artist’s Statement (150 words max)

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: \_\_\_\_\_ \* need to have one

Facebook Page: \_\_\_\_\_ \* good idea

Twitter: \_\_\_\_\_ \* optional

TikToc: \_\_\_\_\_ \*optional

**Acceptance of Conditions and Waiver:**

I agree to the 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: \_\_\_\_\_