

2007 SILICON VALLEY OPEN STUDIOS

21st Anniversary Year!
First 3 Weekends
in May

REGISTER NOW!

Deadline Jan. 15



Are You a Silicon Valley Artist ?

Market Your Creativity to Your Community !

Silicon Valley has literally tens of thousands of art lovers. How do we know ? For May 2006 Open Studios we printed 35,000 Mapguides and ran out of *all* of them. From San Carlos to Morgan Hill, art lovers are everywhere. You just have to let them know where you are.

That's where we come in. Silicon Valley Visual Arts is a non-profit organization concerned about only one thing. Connecting you to your community and your community to you.

Visitors meet you, talk to you about your work, and purchase art directly from you.

This is our 21st year of sponsoring Open Studios. We help show what you do and where you are to everyone. Bottom line ? We're here to help.

Participation in SVOS includes:

Listing in the svos.org website with three large color images of your work and where to find you year-round.

Your information and image of your art published in 40,000 map guides, distributed free to the public.
Your site listing in the map guide and on the map for multiple weekends.

Free signage that you can place around your neighborhood [up to seven] and promotional postcards available at cost.

You are welcome to display in one of several PEEK preview exhibitions.

We provide classes at SVOS university:

Three free seminars about how to price your work, how to prepare your studio, and how to market and promote your art.

Silicon Valley Open Studios is a program of Silicon Valley Visual Arts, a 501(c)3 non-profit organization.



first 3 weekends
every May

2007 SILICON VALLEY OPEN STUDIOS

21st Annual Self-Guided Tour

Artist Registration Form

Entry Deadline: January 15, 2007

**Please print and mail this form with annual fee and artist images to:
SVOS Registration P.O. Box 111000 Campbell, CA 95011-1000**

Artist's name

www.svos.org

registration@svos.org

Last _____ First _____ Middle _____

Private contact information

*This information will only be used by SVOS to communicate with you about Open Studios and other events that we sponsor, NOT for public release.
NOTE: Items marked with an asterisk are required. Please print clearly.*

Mailing address:* _____

City:* _____ **Zip code:*** _____

Daytime phone:* (_____) _____ **Evening phone:*** (_____) _____

e-mail address:* _____

*This will be the primary means of contact for 2007 SVOS. If you do not have an email account, please use the "buddy system" by providing the e-mail address of a friend who will accept e-mail on your behalf and pass along the information to you. You may also setup free email through Yahoo, MSN, Hotmail and others.
NOTE: Your workplace may have filters that may interpret our communications as spam. Please use personal email.*

Studio and public contact information

*This information will be published in the map guide and on the website and will be used for the public to contact you year-round.
NOTE: this may be different than the locations where you show your art during Open Studios. This might be your home address above or perhaps a separate studio address. Items marked with an asterisk are required. Please print clearly.*

Studio name: _____

Street address:* _____

City:* _____ **Zip code:*** _____

Public phone:* (_____) _____ **Handicap Accessible** **NO Children**

e-mail address:* _____

Website address: _____

Are you willing to host other artists at this site ? Yes No



first 3 weekends every May

2007 SILICON VALLEY OPEN STUDIOS 21st Annual Self-Guided Tour Artist Registration Form

Entry Deadline: January 15, 2007

Artist's name

www.svos.org

registration@svos.org

Last _____ First _____ Middle _____

Weekend Participation

The following information will tell us what weekends you will participate and where. **Skip a section if you are not participating that weekend.** You may participate at a different location [within designated cities] each weekend if you wish. If you are at a host location that weekend, the host must be a registered SVOS participant. NOTE: If your information repeats, please write "SAME AS PUBLIC INFO" or "SAME AS WEEKEND 2", etc.

Weekend One: May 5-6 **Southern Santa Clara County**

Campbell, Cupertino, Gilroy, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, San Jose, Saratoga

Host artist's name: (if applicable) _____

Host studio name: (if applicable) _____

Street address:* _____

City:* _____ Zip code:* _____

Public phone:* (_____) _____ Handicap Accessible NO Children

Weekend Two: May 12-13 **Northern Santa Clara County**

East Palo Alto, Ladera, Los Altos, Los Altos Hills, Loyola, Mountain View, Palo Alto, Santa Clara, Sunnyvale

Host artist's name: (if applicable) _____

Host studio name: (if applicable) _____

Street address:* _____

City:* _____ Zip code:* _____

Public phone:* (_____) _____ Handicap Accessible NO Children

Weekend Three: May 19-20 **The Peninsula**

Atherton, Belmont, Hillsborough, Menlo Park, Portola Valley, Redwood City, San Carlos, San Mateo, Woodside.

Host artist's name: (if applicable) _____

Host studio name: (if applicable) _____

Street address:* _____

City:* _____ Zip code:* _____

Public phone:* (_____) _____ Handicap Accessible NO Children



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Artist's name

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Last _____ **First** _____ **Middle** _____

Artist's Images

Please provide us with images of your artwork in jpeg or tiff format on a CD or email them to: photos@svos.org. Include your name (last, first) and make sure they are full-color and look good at "screen-size" for the website. The first image will be used for the Map Guide as well. If you need assistance with preparing your images [scanning, etc] help is available at an extra charge. Please let us know here and you will be contacted:

Map Guide Image File Name: _____ Art Title: _____

Art Medium: _____ Art Height: _____ Art Width: _____ Art Depth: _____

Website Image 2 File Name: _____ Art Title: _____

Art Medium: _____ Art Height: _____ Art Width: _____ Art Depth: _____

Website Image 3 File Name: _____ Art Title: _____

Art Medium: _____ Art Height: _____ Art Width: _____ Art Depth: _____

We Need Your Help!

Here's a chance to save some money and help us as well. Recruit your artist friends and submit a group of 5 or more applications. If you have 5 or more completed and paid registrations submitted in the same envelope the participation fee is \$150.00 per person or \$125 for seniors.

Here are the guidelines to qualify for this group rate:

1. Five or more artists must have separate application forms completely filled out and included in the same envelope.
2. They are not required to show at the same location or on the same weekend, but they can.
3. Each artist must find their own place to show. We cannot manage the process of assigning them to a group site.
4. Payment must be received in full with the application package. The full amount must be included by each participating artist.
5. All artists must include their images on separate CD's inside the package or email them to: photos@svos.org

SVOS 2007 Pricing

Single artist participation fee \$165.00 \$ _____
(for as many weekends as you wish—no additional weekend fees)

Part of a group of 5 or more artists submitted together \$150.00 \$ _____

Single senior artist (65 or over) participation fee \$125.00 \$ _____

Each participant will receive 7 blank street signs as part of the registration.
SVOS 2007 postcards can be purchased at \$16.00 per pack of 100 cards.
number of packs _____ x \$16.00 per pack = \$ _____

Make checks payable to:
Silicon Valley Visual Arts, Inc. TOTAL \$ _____



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Terms and Conditions for Participation in Silicon Valley Open Studios

I understand that the purposes of Silicon Valley Open Studios are to educate the public about art and art-making processes, inspire young people to pursue the arts, encourage an up-coming generation of artists, and showcase the work of professional visual artists.

I hereby agree to the following terms and conditions and understand that if I fail to comply with the Silicon Valley Open Studios requirements and the conditions listed below, I may be ineligible to participate in future Silicon Valley Open Studios events.

Qualified Participants

1. I understand that if I choose to host other artists, each must be a qualified Silicon Valley Open Studios participant. Further, I understand that if any unregistered artists are participating at my studio, that I may be billed for their entire participation fee.
2. I understand that if another artist hosts me, that he/she must be a qualified Silicon Valley Open Studios participant. Furthermore, I agree that I will be present at that location during the open hours on each day to discuss my work with visitors.
3. I agree that I will not display or sell work by any artists that are not qualified Silicon Valley Open Studios participants, or any items that are not initially handmade or designed by me.

Hours of Operation

4. I agree to open my Silicon Valley Open Studios site and be present from 11 AM - 5 PM on both days of the weekends that I have selected.

Artwork on Display

5. I will have at least 8 pieces of original, one of a kind work, made within the past two years, prominently displayed at my Silicon Valley Open Studios site similar to the images that I provided for the catalog, web page, and PR material.
6. I will submit a recent original work for the Preview Exhibition that is representative of the work that visitors will see at my site during Silicon Valley Open Studios, and I will make certain it is delivered to and picked up from the designated preview exhibition site during the specified times, by me or by someone that I have authorized.
7. I understand that any commercial reproductions that I display will be accurately labeled as reproductions, and I will explain the difference between original art and reproductions to the public.

Demonstrations

8. I will show visitors my workspace if I am showing in my own studio. Wherever I am showing, I will show visitors examples of my materials, tools, and works-in-progress and discuss and demonstrate my process of making art. If I am showing in other than my own studio, I will offer, at a minimum, storyboards, handouts or other visual aids that will enable visitors to learn more about my media and my work.

Local Regulations

9. I agree to check sign regulations in my city before putting out Silicon Valley Open Studios signs and to adhere to their regulations or take full responsibility. I agree to remove my signs promptly on Sundays as soon as possible after the last visitor has left my studio site.

Responsibility for Accurate Information

10. I agree that it is my responsibility to provide SVOS with the correct information about me, my artwork, and locations that I will show during open studios. Furthermore, I understand that I will be provided an opportunity to approve map guide information before press time and I agree to respond by deadline specified. If I do not respond with changes or corrections by the required deadline, SVOS will assume that the information is correct.

Copyright and Permission to use Images

11. I guarantee that I hold the copyright on all images that I submit. I grant permission for SVOS to use these images in new releases, on the web site, and in other promotional material without restriction. Images must fit within the specified guidelines for web and print media, in cases where they do not, we reserve the right to resize or crop without asking for permission.

Volunteer Service

12. I agree that I will provide 6 hours of volunteer service to Silicon Valley Open Studios to help the event.

Cancellation and Changes

13. I understand that my registration fee must be submitted with my application and my registration will not be accepted without payment.
14. I understand that I may cancel my registration and receive a full refund within 3 days after submitting my registration. If I cancel after that, I agree that a \$50.00 administration fee will be charged until January 15. After that date, cancellations will not be accepted and no refunds will be given.
15. I understand that any changes that I make (such as changing a weekend or a location) after the registration deadline are subject to a \$25.00 administration fee. This does not apply to any errors that I find to the original information that I supply on my application.

Indemnification

16. I agree to indemnify, defend and hold harmless Silicon Valley Open Studios and the Silicon Valley Visual Arts, Inc and its officers, agents and employees for any and all liabilities, claims, errors, omissions, losses, accidents, and expenses including attorney's fees and court costs in any manner caused by, arising out of, or in connection with, either directly or indirectly, the Silicon Valley Open Studios event. I acknowledge that I have been advised that my Silicon Valley Open Studios site should have appropriate liability and other insurance and that I am taking full responsibility for opening to the public.

Signature _____ Print name _____ Date _____