

HISTORY OF THE SPRING ART TOUR

In the Summer of 2006, several artists who had lived for many years in the Mount Horeb Area, gathered to discuss the prospects for creating a Tour event. With great interest among so many talented artists a new arts organization, the Mount Horeb Area Arts Association, was formed and incorporated in February of 2007.

By word of mouth the list of interested artists grew and the Spring Art Tour, an open studios event, was created. This event showcases the excellent artists and the beautiful landscapes in Western Dane County. The inaugural launching of the Tour was a huge success and enthusiasm for the event is continually growing.

The Spring Art Tour is the main activity of this organization whose members currently include artists and art enthusiasts from Mount Horeb, Blue Mounds, Black Earth, Cross Plains, Verona, and Mazomanie. As of July 2016 this perimeter has been expanded to include an area about 20 miles around the center of Mount Horeb. New areas being included are: Barneveld/Ridgeway, Sauk City/Prairie du Sac, Blanchardville, Moscow, New Glarus, West Middleton, Belleville, Forward, Primrose, Riley, and Pine Bluff.

MOUNT HOREB AREA ARTS ASSOCIATION MISSION STATEMENT

The specific purpose of this organization is to receive, acquire, hold, manage, administer and expend property and funds for charitable purposes, including, but not limited to, providing funds for art scholarships and the Spring Art Tour, in order to enhance public awareness of and participation in the arts in the Mount Horeb area. MHAAA is a nonprofit 501(c)(3) corporation.

www.SpringArtTour.com



4629 County Road JJ
Black Earth, WI 53515

*If you receive a duplicate of this mailing
please pass one along to a friend*



MOUNT HOREB AREA ARTS ASSOCIATION

CALL TO ARTISTS

12th Annual
SPRING ART TOUR
Open Studios Event
June 1-3, 2018

Deadline to apply: November 15, 2017

www.SpringArtTour.com

12th ANNUAL SPRING ART TOUR

Open Studios & Galleries Event

ELIGIBILITY

- Artists who live/show artwork within a radius of about 20 miles of the Mount Horeb area are invited to apply. **IMPORTANT NOTE:** This is an expanded boundary which now extends to Sauk City/Prairie du Sac, Ridgeway, New Glarus, Blanchardville, Belleville, West Middleton, Paoli, and areas in between - as well as the original areas of Verona, Cross Plains, Black Earth, Blue Mounds, and Mazomanie. If in doubt whether your area is included please contact Tamlyn (see below).
- Artists must be working professional artists.
- Artists must have e-mail and check it frequently.
- The Selection Committee will use its own discretion in choosing artists it feels are best suited to the Tour.
- Acceptance in previous Spring Art Tours does not mean automatic acceptance into future Tours. All artists must reapply annually and submit new materials.

FEES

- Applicants are required to pay \$115 Tour Participation fee and \$20 MHAAA membership fee (please write separate checks). Artists not selected for the Tour will have their tour fee returned but will still be MHAAA members. Applications accepted until 11/30 with a late fee of \$20 required after 11/15.

REQUIREMENTS

- All participating artists must be at their studio or exhibition space throughout the Tour weekend. Departure for anything other than brief meals, bathroom breaks, or an unforeseen emergency, is not permitted and is grounds for exclusion from future Spring Art Tours.
- Artists must demonstrate, describe and/or display examples of their creative process for visitors during the Tour.
- A minimum of 1 artwork may be requested for a preview exhibit and/or Silent Auction fund-raiser (if scheduled).
- Pick up and return of Tour materials (brochures, signs, etc.) is the artist's own responsibility.
- Artists are responsible for their own insurance. MHAAA and grant providing organizations will not be held responsible for damage, loss or injury. Your signature on this application is a statement that you and your studio location are insured.
- Each artist must use the standardized guest list that we provide during the Tour for purposes of future grant writing and promotion. This must be given to the tour Coordinator within 1 week of the event.
- Artists must respond to all Tour Coordinator requests in a timely manner.
- Volunteering for MHAAA is required. This means as little as 1-3 hours annually, but additional help is appreciated. You will also be asked to sell 20 raffle tickets.

APPLICATION INSTRUCTIONS

(Repeat participants only need to resubmit resume & personal photo as they feel is necessary.)

- Complete the application form (right).
- If you wish to have your sample materials returned, please include a self-addressed stamped envelope with your application and materials.
- Include 3 samples of current work (for website, grant writing and promotional purposes). Samples may be in slide, photo, or digital format. If submitting digitally, images must be at least 5" x 7" JPG format at 300 dpi (2100 pixels on the longest side).
- Include a personal photo of yourself, preferably at work in your studio. Image may be submitted as slide, photo, or digitally; in black and white or color. If you submit digitally, your image should be at least 3" x 2" JPG format at 300 dpi (900 pixels on the longest side). If you want your personal "at work" image to be considered for inclusion with press releases, please submit it as 5" x 7" image (2100 pixels on the longest side).
- Images will be used for website, brochure & promotion.
- Send a biography/statement (or update of same) written in first person, for your personal Spring Art Tour web page (SAT) in the body of an email.
- Send a 1 page resume via US mail or email a PDF.
- Send a description of activities/demonstration you will provide during the Tour and of your studio access in the body of an email to info@mhaaa.org or tamlyn@chorus.net.

2017-2018 SCHEDULE

- **November 15** - Deadline for receipt of application, materials and 2 checks: \$115 for SAT fee and \$20 for MHAAA dues (if not already paid). Both are required). **Applications sent after 11/15 but before 11/30 require a \$20 late fee.**
- **December 15** - Selection Committee decision of acceptance or decline will be e-mailed to artists.
- **October 1 to November 30** - Sponsor fund drive.
- **February 9-11 (WI Garden Expo)** - MHAAA fund drive.
- **March (date TBD)** - Meeting-Party-Raffle Drawing, distribution of brochures and other tour info.
- **May (date TBD)** - Artists pick up of road signs.
- **June 1, 2, 3** - Art Tour (10am to 5pm daily).
- **June (date TBD)** - Spring Art Tour Completion Meeting & MHAAA Potluck Party.

Address all questions, entry materials and payments to the Tour Coordinator:

MHAAA, Inc. tamlyn@chorus.net or info@mhaaa.org
c/o Tamlyn Akins 608-767-1281
4629 County Hwy JJ
Black Earth, WI 53515

APPLICATION FORM

(Please read this contract thoroughly & type or print clearly)

Artist's Name _____

Mailing Address _____

City (and township if applicable) _____

Zip Code _____

Phone (you want posted to web and brochure) _____

E-mail (required) _____

Website(s) _____

All Media (you intend to exhibit)

I intend to open my studio for the Tour.

Studio Address (Street) _____

City (and township if applicable) _____

Zip Code _____

I do not intend to open my studio for the Tour.
I prefer to use the following alternate location.
(Please see alternate suggested spaces at
www.mhaaa.org/alt_exh_spaces.html.)

Location Preference

I accept credit cards.

Artist's Signature (signature indicates that you understand and agree to all statements and requirements outlined in this contract.)

CHECK LIST *(Please read application thoroughly)*
(Must send following with application unless otherwise noted.)

- Slides, photos, or digital samples (digital preferred).
- Personal picture (digital preferred - optional for previous artist).
- SASE for returned of samples (if required).
- Two Checks: \$115 and \$20 payable to MHAAA, Inc.
- Statement/biography (or update if returning artist).
- Demonstration description (digital preferred).
- One page resume (digital PDF preferred - optional for previous artist).
- Completed application form.
- Late applications accepted with \$20 late fee until 11/30.