

TURQUOISE TRAIL STUDIO TOUR 2023 APPLICATION

2023 Tour Dates: Last Two Weekends in September

9/23 & 9/24 and 9/30 & 10/1 • 10-5pm Each Day • All Studios Open

The Studio Tour runs along the Turquoise Trail between Santa Fe and Cedar Crest through Madrid and Cerrillos. This portion of the Turquoise Trail is arguably the most beautiful section of this historic trade route. Artists and artisans continue to draw inspiration from its rugged natural beauty, for thousands of years.

GUIDELINES & REQUIREMENTS FOR ARTISTS:

1. The tour is open to artists producing quality work, and who have a large enough body of work and a large enough studio space for a successful presentation. Artists must reside on or off of the Turquoise Trail, State Hwy 14 or be showing at a studio that meets these requirements. **LIMITED TO THE FIRST 50 STUDIOS THAT APPLY WITH COMPLETED APPLICATIONS, MONEY AND IMAGES. MORE THAN 50 ARTISTS CAN PARTICIPATE BY SHARING STUDIOS. No more than 6 artists per studio are allowed.**
2. The artist must have an email address and is encouraged to have a website and/or be on social media like Facebook and Instagram.
3. Each artist is encouraged to have a CRS (gross receipts tax) number and be responsible for collecting and paying sales tax for their business.
4. It is recommended that each artist have a NM BUSINESS LICENSE either from the City or County, depending on the City or County where the business is located.
5. Each Studio will be given the opportunity to obtain TTST signs. Extra directional signs will available for at an additional cost (TBD). Signs are kept by the artist after the tour and can be given to other participating artists the following year.
6. The artist must be present and have the studio open for entire tour weekend during the hours advertised.
7. Studio Sharing - It is acceptable that if your studio is big enough to share with other artists for the Tour, you can have up to five other artists in your space. Artists should not be from out of state, but can be from elsewhere in New Mexico. EACH artist has to submit an individual application with the \$150 fee.
8. The artist is responsible for personal promotion in addition to TTST advertising by notifying clients, friends, family, etc.
9. All sales made by artists are to remain the property of the selling artist and all costs and taxes incurred by the sale of art by the artist are to remain the responsibility of the artist.
10. The organizers of the TTST are never to be held liable for the property and/or facilities of others nor injury to anyone on property other than their own.
11. All Artists must fill out and submit an Application with payment in full of \$150.00 by May 1st. No exceptions allowed. If application is not entirely complete or check is missing the application will not be accepted.
12. Artwork Images are due: **NOW - April 10th** – such images will be used for the brochures immediately.
 - Submit 1-3 JPEGs, resolution 350 dpi, dimensions: longest side 6” to turquoisetrailstudiotour@gmail.com
 - Label each JPEG: Last_First_Title1.jpeg. **Example:** Box_Jennifer_CarriedAway1.jpeg, Box_Jennifer_Spirtt2.jpeg
 - **June 15- July 1st** we will accept additional JPEGs if you have new work for the website.
 - Artists must proof all information for the brochure, map and advertisements by deadlines provided. If deadlines are missed, we print as is.
 - We encourage you to include an extra image of you working in the studio!
13. Artists are encouraged to attend meetings:
 - A. April 11, Meeting – Review all artists information, Budget and Calendar
 - B. June, July, August & September Meetings (date TBD) – All artists are encouraged to attend.
 - C. October (date TBD) –Wrap Up Meeting and Party
14. Tour Participant Benefits:
 - Included on our website, social media, rack card, press releases, etc.
 - Deadline for the development of your body of work, updating social media, website, email list etc.
 - Meet and grow the community of artists on the Turquoise Trail & attend workshops to increase your experience in promoting/organizing your work.

TTST 2023 ARTIST APPLICATION



1. Fill out this application
2. Write \$150.00 check payable to PAT PHIFER (treasurer)
3. Mail by application & check by April 1, 2023 to:
Pat Phifer 118 Camino Los Abuelos Santa Fe, NM 87508

ARTIST PERSONAL INFORMATION (used by TTST administration for communications prior to the tour)

Artist Name: _____

Artist Mailing Address _____

Artist Phone: _____ Artist Email: _____

Additional email for spouse, staff or for you: _____

Are you hosting other artists at YOUR STUDIO? Circle Yes or No. If yes, please list the artists:

There is a maximum of 6 artists allowed per studio location. This makes you the Primary Artist responsible for that location. Each artist who wants to show must apply and pay the fee.

Are you sharing studio space? Circle Yes or No. If yes, list the Primary Artist:

ARTIST INFORMATION FOR PUBLICATIONS (For use in brochure, maps, advertisements, etc)

Artist Name: _____

Studio Address: _____

Cross streets close to studio location: _____

Phone # of Studio: _____

Artist's Website: _____

Artist's Instagram: _____

Medium(s): _____

Note: this will be listed on the website and brochure and not changed; make your decision now and we will be consistent.

Sign here acknowledging you agree to all terms stated on this form, including if you are missing information, or do not send a check on time, or write the check incorrectly you understand you will not be signed up until ALL needed information is received by Pat Phifer.

NAME: _____ DATE: _____