



## NYVA – 12<sup>th</sup> Art Tour Requirements

The North York Visual Artists Studio Tour has a rich history among NYVA artists and the community. Founding NYVA artists were successful in creating a rich and welcoming home studio tour that created awareness and sales. In the past few years in response to declining Studio Tour attendance, the NYVA Executive and participating artists elected to use group venues as a way to boost attendance. Mitchell Field and Edithvale Community Centres have both been used with moderate success. This year based on participating artist survey feedback and discussion at our annual evaluation meeting, (and supported by the NYVA executive) it has been decided to maintain home studios as a presence in the Tour and to use one large group venue. The PR committee (especially Wendy Blackstock, Larry Blackstock and Maggie Doswell) has worked very hard to find and negotiate a venue this year that promises to attract a large public by simply being a “known destination venue” – the Toronto Botanical Garden (aka Edwards Gardens).

It is hoped that this year’s combination of a single group venue and home studios will increase attendance and preserve the historical roots of the NYVA studio tour.

Date of Tour: Saturday September 29<sup>th</sup> and Sunday September 30<sup>th</sup>, 2012  
Time of Tour: 10 a.m.\* to 5 p.m. (opening time to be confirmed with group venue)

### Group Venue:

Those displaying at the Group venue must provide their own display racks, must pay an additional fee for rental of the venue (tbd based on number of artists and fundraising success) and must accept the requirements of the venue. Artists are also responsible for arranging their own insurance coverage for such spaces if desired.

### Home Studios:

Those displaying at Home Studio must commit to the weekend of September 29<sup>th</sup> & 30<sup>th</sup>, 2012 from 10 a.m. to 5 p.m. Those artists displaying in their homes are able to extend their showing hours and to extend to a second weekend **if they wish to promote it themselves**. However, **the entirety of the** promotion and advertising budget will be spent on the promotion of **the weekend of September 29<sup>th</sup> & 30<sup>th</sup>, 2012**. Artists displaying at Artists’ homes are responsible for the preparation of the display of their works in their studios.

### North York Visual Artists agrees:

1. To refrain from imposing a commission fee of any sort for artist sales during Tour.
2. To provide artists with registration forms for the Studio Tour.
3. To use all fees collected from artists for the Tour: to create and print a brochure with the names, and contact information of the participating artists as well as a map showing the location of the group venue and home studios; to host the brochure in electronic format on the NYVA website, with links to individual artist pages and studio tour sponsors; to promote the Studio Tour through different media as determined by a PR committee composed of participating artists; to provide the participating artists with signs directing visitors to their studios.

### Participating artists requirements:

1. Participating artists must be members in good standing and must submit an entry form, a fee of \$100, and a digital image of work by the final date of March 21<sup>st</sup>, 2012. After that date and in consultation with NYVA Executive, the

organizing committee reserves the right to admit friends of NYVA artists to the group venue who elect to pay a fee of \$150 and who fit the requirements of the show.

2. All work shown in the group venues or studios must be original and produced by the participating artist.
3. Participating artists must abide by the requirements and conditions set by the organizing committee of the show.
4. Participating artists must sign a waiver of liability for the organizing committee and for North York Visual Artists. (It is recommended that participants individually arrange their own insurance.)
5. By submitting an application to the show, artists are committing to submit 10% of sales in donation to the North York Women's Shelter. This not only supports a worthy cause in the community which supports us, but is a significant hook for wider media
6. coverage (e.g. 680AM Radio, several newspapers & the Women's Shelter Donor List.) Members will receive a tax receipt issued by the Women's Shelter.
7. Participating artists must assist the Tour by taking on at least one voluntary duty in support of the Studio Tour. To do so the artist can select a task from the list on the registration form or can await to be assigned a task. If no area of interest is indicated on the application form, one will be assigned by the organizing committee.
8. Participating artists must attend the Art Tour meeting on Monday May 14<sup>th</sup>, 2011 to finalize their commitment to the show. Artists who do not attend this meeting for any reason are responsible for sending a representative. All decisions made at this meeting will be binding. It is also understood that those artists who choose not to attend this meeting and do not send a representative are implicitly in agreement with any decisions made by the group at that time.



Organizing Committee:

Maggie Doswell	Tour Coordinator	416 488-3220
Ann Katz	Finance & Brochure Production	
Oksana Romanov	Newsletter & Web,	
Elaine Sugar	Sponsorship development	
Ann Neidhardt	Sponsorship development	
Joan McGivney	Group Venue Coordinator,	416 481-7429
Nahid Marandi	Home Studio Coordination	
Wendy Blackstock	Brochure redesign coordinator	
Tony Cook	Brochure editor	
Larry Blackstock	Brochure distribution team leader	