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### ARLINGTON OPEN STUDIOS 2020: CALL FOR ARTISTS & ARTISANS

***Calling all Artists & Artisans!*** Join the Arlington Center for the Arts for our **22st Annual Arlington Open Studios happening on Saturday, NOVEMBER 14, 2020**. All mediums encouraged, including painting, photography, fiber, ceramics, glass, fine jewelry, mixed media, printmaking, and sculpture.

**Due to the COVID-19 pandemic, this year’s in-person Arlington Open Studios will be replaced by a virtual experience.** Since we do not currently know to what scale public gatherings will be possible in November, the Arlington Center for the Arts has decided to reimagine the format of this year’s event. We hope these changes will ensure our ability to present the event and continue to serve artists and the community during these uncertain times. This was not an easy decision to make and the health and safety of our community is our top priority.

IMPORTANT INFORMATION – please read and save for reference:

* **DATE:**  **Saturday, November 14, 2020, 11AM – 5PM**
* **LOCATION:** Virtual (ACA Website, social media platforms, YouTube, and participating artists’ respective platforms)
* **ELIGIBILITY:** Open to all Arlington and non-Arlington artists of all mediums. This year's event will NOT be juried. All registrants will be accepted to participate.
* **FEE:** $75 for all participating artists (*there is limited financial assistance available for artists who may be unable to pay the registration fee. Please email AOS Director Pam Shanley at* [*pam@acarts.org*](mailto:pam@acarts.org) *for more info)*
* **REGISTRATION DEADLINE:** **September 8, 2020.**
* **TO REGISTER:** Please complete [**this Application Form**](https://docs.google.com/forms/d/e/1FAIpQLScNgRUpvFli7kxf2mwi4mgQwXw5j988HnvFK7DQ-_pft8vvMw/viewform?usp=sf_link) and be ready to upload up to 10 images of your work, an artist statement, social media and website information, as well as any e-commerce info you would like to share. Any questions or concerns, please contact Pam Shanley, [pam@acarts.org](mailto:pam@acarts.org)

***Check out the AOS Quick Start Guide immediately below or scroll further for a full***

***overview of the entire event.***

**AOS 2020 Quick Start Guide: Making the Most Of Your Virtual AOS Experience:**

* + - * **EVENT DATE:** Saturday,November 14, 11AM – 5PM
      * **REGISTRATION DEADLINE: September 8, 2020**
      * **ARTIST CHECK-IN:** Artists will receive an email with event logistics and more information **on September 15, 2020 *PLEASE EMAIL AOS Director Pam Shanley at*** [***pam@acarts.org***](mailto:pam@acarts.org) ***if you do not receive an email by September 15.***

**TRAINING SESSIONS & LEARNING OPPS:**

* Pre-Deadline Q&A Sessions:
  + **August 19 @ 7pm**
  + **August 23 @ 4pm**
* After Deadline General Event Info Session:
  + **September 16 @ 7pm**
* FREE Workshops: *ACA will be offering free workshops taught by artist and arts consultant Anna Koon to learn more about how to sell your work online. Pre-registration is required but there is no cost to AOS 202 participants to attend.*
  + **Selling your Artwork Online - September 24 @ 7pm**
  + **Maintaining Your Online Brand - October 1 @ 7pm**
  + **Creating Successful In-Studio Events - October 8 @7pm**

**EVENT FEATURES:**

* **AOS Online Artist Directory**
  + This Online Directory will be presented on the ACA website and will start **November 14** and run through **December 31, 2020**
  + It will feature up to 15 images and link to individual artist page
* **Selling Art**
  + **Option #1**
    - Sell your art online, if you have your own e-commerce pages (Esty, Shopify, , Big Cartel, website, etc). No fee for sold artwork is charged.
  + **Option #2** 
    - ACA AOS Artist Online Market: Artists have the option to have ACA list their artwork for sale through ACA’s Online Market. There is a 70/30 spilt on all sales
* **LIVE Arts**
  + **Pre-recorded/Live Artist Demos** *(great way to promote your work during AOS)*
  + **Pre-recorded/Live Virtual Studio Tours** *(great way to promote your work during AOS)*
  + **Poetry Readings**
  + **Dance Performances**
  + **Music Performances**

**ARTIST MARKETING TOOLKIT:**

Our Communications Team will be assembling a tool kit for artists to use in promoting AOS. It will be shared as a Google Drive folder and will include several formats of promotional images for print and digital use. This folder will be sent out to artists by **Thursday, October 1.**

**AOS 2020 FULL EVENT OVERVIEW**

**WHAT’S INCLUDED IN MY AOS 2020 REGISTRATION?**

*In reimaging Arlington Open Studios to exist in a virtual space, we have developed the following options for participating artists to present and sell their work virtually and take advantage of some new resources to support artists including:*

* **TRAININGS AND LEARNING OPPORTUNITIES:**
* Over the summer and fall of 2020, ACA will offer virtual Q&A’s with ACA staff and support to help artists with this transition, in addition to the artist workshops included with your registration.
* Workshops taught by artist and arts consultant Anna Koon will be available for free to all AOS 2020 registered artists:
  + **Selling your Artwork Online - September 24 @ 7pm**
  + **Maintaining Your Online Brand - October 1 @ 7pm**
  + **Creating Successful In-Studio Events - October 8 @7pm**
* **ONLINE ARTIST DIRECTORY:**
* Each artist will have a listing in our ***AOS Online Artist Directory***. This listing will include a thumbnail and link to an individual artist page that will present up to 15 images of the artist’s work as well as an artist statement and links to websites, e-commerce pages, and social media accounts.
* This directory will be on display from November 14 through December 31, 2020.
* **ARTWORK SALES:**
* ACA will share direct links to artists’ e-commerce pages (Etsy, Shopify, shop on website, etc) to encourage regular sales of artists’ work throughout the day and into the holiday season. If a participating artist does not currently have an e-commerce page set up or available to them, they should plan to attend our free virtual workshops taught by Anna Koon on selling your art online.If any artist prefers to not facilitate their own online sales, they can choose to participate in ACA’s AOS Online Market. More info on this opportunity under “SELLING YOUR WORK THROUGH ACA” Section.
* **LIVE VIRTUAL EXPERIENCES:**
* In keeping with the spirit of Arlington Open Studios, ACA will be presenting a full schedule of live arts experiences for artists and patrons alike to enjoy throughout the day on November 14. Experiences include:
* Artist Demos
* Studio Tours
* Poetry Readings
* Dance Performances
* Music Performances
* If you are interested in participating in one of these live experiences as a presenter, please indicate what you’re interested in on your application, or email Pam Shanley at [pam@acarts.org](mailto:pam@acarts.org) to discuss options.
* **ONLINE MARKETING:**
* Participating artists will be highlighted on our social media pages with images and brief artist statements.
* Those who participate in live demos, tours, and other experiences, will be featured on ACA’s website, YouTube channel, and social media platforms.
* Please visit our AOS Marketing Tools information section to learn more about how you can be an active participant in the marketing of this event!
* **SELLING YOUR WORK THROUGH ACA:**

For those artists who do not currently have themselves set up to sell their work through an e-commerce site, or would prefer not to facilitate their own sales on the day of the event, the ACA is offering an option to sell a select number of works directly through their website

* **How it works:** The ACA will be presenting the AOS Online Market, which is an online store where patrons can view and purchase artwork. AOS artists who wish to take advantage of this resource will be asked to complete an inventory form where they identify the work for sale and provide a listing image. The ACA will then list the item for sale in the Online Market and will facilitate all online sales on behalf of the participating artist. Once a piece sells, the artist will then be responsible for shipping/delivery of the work to the buyer.
* **Fee Structure:** Any artists who list their work for sale through the AOS Online Market will split the sale of all artwork **70/30** with the ACA. This commission covers the cost of creating artwork listings and all merchant and payment processing fees incurred by the ACA.
* **“I would like to participate in this! What do I do?”:**There is a question on the AOS Application Form asking if you would like to participate in this option. Select “Yes” and our staff will be in touch with you to complete an Inventory Form.
* **AOS 2020 MARKETING TOOLS** – ACA provides advertising, publicity and social media outreach, but participating artists are all expected to be part of the publicity team!
* **ARTIST MARKETING TOOLKIT:** Our Communications Team will be assembling a tool kit for artists to use in promoting AOS. It will be shared as a Google Drive folder and will include several formats of promotional images for print and digital promotional use. This folder will be sent out to artists by **Thursday, October 1.**
* **E-Newsletters:** ACA will send out materials that you can forward to your email contacts through our email distribution list. If you do not already receive our monthly emails, please sign up for our mailing list here to be able to forward our promotional emails on to your contacts.
* **Social Media:**Follow us on [Facebook](http://www.facebook.com/arlingtonarts), [Instagram](http://instagram.com/arlingtonarts), and [Twitter](http://www.twitter.com/arlington_arts) to see and share regular posts promoting the event leading up to and on November 14. There will also be a Facebook event that artists who have Facebook should mark themselves as “attending” and invite their contacts there.
  + SPONSORSHIP: As a nonprofit organization, we depend on financial support from the community to fund Arlington Open Studios. If you know of a local business or individual donor who is interested in contributing to AOS, or have other ideas about fundraising, please contact Pam Shanley at [pam@acarts.org](mailto:pam@acarts.org).