



2026 SFST Application

Guidelines + Requirements

For Participating Artists

REGISTRATION December 1, 2025 - January 15, 2026

Website: www.sfestudioart.com

Email Contact: info@santafestudiotour.com

Who can participate

We welcome all established and emerging Santa Fe Artists! You must be a Santa Fe County/City resident who has a professional body of gallery quality work and can show in a space appropriate for a professional artist. We strongly recommend that artists who live too far away from the city center and/or in a gated community limiting public access should consider sharing a studio with other artists near or within the City of Santa Fe. (See more information below on STUDIO SHARING).

A range of visual arts media are welcome:

Ceramics

Woodwork/Furniture Design

Drawing/Illustration: pencil, ink, crayon, charcoal, graphite

Fiber/Textile Art

Jewelry

Collage/Assemblage

Painting: oil, acrylic, watercolor, pastel, encaustic, gouache, egg tempura

Photography

Sculpture

Digital Art

Graphic Art

Metal Work

Printmaking

Glass

Mixed Media

Public Art/Mural/Street Art

Paper Arts/Book Art

CODE of CONDUCT

Always be respectful, courteous and considerate to our fellow artists, our board volunteers, and the public. A major factor in the existence and success of our organization is its continued good relations with each other, the public and the business community of Santa Fe. Remember that the Studio Tour is a group event with many long volunteer hours spent to support each of our participating artists.

Required before you apply

NM CRS TAX

As required by New Mexico Law, all resident artists must have a CRS (Gross Receipts Tax) Number and be responsible for collecting and paying sales tax for their business. We also recommend that you have a local Business License as well, which should be displayed in your studio during the Tour. For more information:

<https://businessportal.nm.gov/start/obtain-tax-id-numbers/>

WEBSITE

We are no longer accepting just a facebook or instagram page. You must have a published professional artist website before you apply with its own URL/domain name. No third party/group websites will be accepted.

LIABILITY INSURANCE/UMBRELLA HOME

You must have proof of liability insurance. This is important when you welcome visitors into your studio/home. We recommend you might want to insure your work for the Preview Gallery Event.

2026 Tour Dates

Registration opens
Gallery Opening
Weeks of events

2026 SANTA FE CITY/COUNTY-WIDE STUDIO TOUR DATES

REGISTRATION OPENS December 1, 2025 and ENDS January 15, 2026

TOUR WEEKEND 1 - SAT JUNE 20th - SUN JUNE 21st from 11 AM - 5 PM

IN-BETWEEN WEEK (Events, Workshops, Talks) JUNE 22 - JUNE 26

TOUR WEEKEND 2 - SAT JUNE 27 - SUN JUNE 28 from 11 AM - 5 PM

STUDIO ARTISTS GALLERY EXHIBIT, Santa Fe Community Gallery

JUNE 4th - JULY 4th, Opening JUNE 4th

ON-LINE REGISTRATION

Registration will take place through our website

www.sfestudioart.com. We are pleased to announce that we have been able to lower our FEE to \$250 this year because of the grants the SFSAC Board has been able to acquire.

If you need to cancel because of unforeseen circumstances, you will need to be in touch by January 15, 2026. Reimbursements will not be available after that date.

Events Info

Studio Tour Hours

Art Sales

Artists must agree to be present in their studios both weekends during the advertised hours (11am-5pm) of the Tour.

Artists are encouraged to be present during the Preview Gallery Opening at the downtown Community Gallery.

Events such as workshops, talks, and demonstrations during the week between the Tour weekends will continue.

All sales proceeds from the sale of art or fees from workshops and/or other studio events remain the property of the selling artist.

Studio Sharing

BEST TO PREPARE
FOR THIS BEFORE
APPLYING . . .

Studio sharing is allowed but artists are responsible for finding a participating artist to share with before registration.

Each artist in a shared studio (including spouses) must register separately and pay a separate fee.

Preview Gallery Events

Community Gallery
Downtown
Santa Fe Convention
Center

Each artist will be able to enter one piece of their artwork for the Community Gallery Exhibit; all artists are encouraged to participate and attend the opening on June 4, 2026.

GENERAL GUIDELINES FOR ALL SUBMISSIONS

3-D general guidelines for all work including sculpture 20 lbs in weight 3ft high, 3ft wide. Anything else subject to review. The gallery has a variety of pedestals and also floor pedestals for large pieces. Pedestals are also available for ceramics. We recommend that artists have some kind of putty to stabilize their work on pedestals.

Small 3-D work, such as jewelry displayed in boxes or on standard jewelry displays do not display well. More details on this will be sent later.

All 2-D artwork entered in the Preview Gallery is restricted in size from up to 36 inches high and 36 inches wide, up to 4 inches in depth, and not weigh more than 15 pounds. Work that does not comply with the above requirements will be rejected.

Framed pieces more than 16 inches high by 20 inches wide requiring protection must be framed with plexiglass. Glass is a safety hazard and not allowed.

Glass work that needs to be hung must be small enough and light enough in weight to be safely displayed on a table or a pedestal.

All hung work must have D-rings with wire.

Each artist will be sent an application to electronically submit an image of their Gallery entry as well as the title card information at the beginning of May 2026. You may elect to use one of the images submitted already as part of your Tour registration or submit a new image.

Please drop off and pick up your preview gallery entries at the specified date, time and place, that will be separately communicated to you.

Once you submit your art for the Gallery Exhibit you must commit to showing this piece regardless if you have sold it before the exhibit opening!!!

Tour Catalog

MAPS

PRINT

This year we will again prepare a print catalog for the Tour. A Tour map will be printed separately and some will be folded and inserted into the catalog. We will ask you to proof both of these marketing tools before they go to print. **NOTE: If your work that's in the catalog has sold we cannot change it due to printing preparation and scheduling.** The catalog will also have space available for a limited number of artists to advertise as well. More on this coming later.

WEBSITE

Before the website goes live, you will also be asked to proof your submission. **NOTE: We are looking for mistakes and spelling here. There will be no drastic changes regarding images submitted and text.**

Marketing Kit

Logos

Press Release

Signage

When registration ends, all participating artists will receive a marketing package as well as more detailed information about the Tour. Each studio will also receive Tour signage before the event. Pick-up and Drop off TBA.

The Marketing Kit sent by email contains official SFST logos, general Tour social media templates and some promotional print materials. In addition, artists agree to self-promote by notifying clients, family members, friends etc. about the Tour.

Official SFST logos and/or other materials shall not be used outside of the parameters of the 2026 Studio Tour.

- SFST logos must be used with all your self-promotion for the Tour - website, social media.
- Artists will be asked to promote on their own preferred social media channels.
- Artists will also be expected to like, share, post, or review/rate Studio Tour postings on our SFSAC Instagram, Facebook etc. accounts to elevate awareness of the upcoming Tour across multiple platforms.
- Doing this will increase the potential for each artist to have lots of visitors during the Tour.

Volunteering

THE SANTA FE STUDIO TOUR IS AN ALL VOLUNTEER EVENT

Artists are strongly encouraged to give back to their artist community by volunteering to help organize the Tour. It takes a wide range of skills and lots of willing hands to make the Tour a success for all artists.

When you complete the registration form you will have the opportunity to indicate how you will volunteer., so before you register, please review the new volunteer opportunities below.

SOCIAL MEDIA

Reposting and engaging with our Facebook and Instagram followers. (Do not have to design or schedule our posts.)

SPONSORSHIP ACQUISITIONS/DONATIONS

ORGANIZING THE GALLERY EXHIBIT OPENING ON JUNE 4th

SIGNAGE

Distribute TOUR signage for our artists

DISTRIBUTION

SYNC distributing our maps/brochures with volunteers