



2025 SFST Application

Guidelines + Requirements

For Participating Artists

REGISTRATION FEB 1 - 28, 2025

Website: www.sfestudioart.com

Email Contact: info@santafestudiotour.com

Who can participate

Artists must be a Santa Fe County/City resident who have a professional body of quality work.

A range of visual arts are welcome:

Ceramics

Woodwork/Furniture Design

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

Fiber/Textile Art

Jewelry

Collage

Assemblage

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

Photography

Sculpture: clay, wood, stone, paper, metal, glass

Digital Art

Graphic Art

Printmaking

Glass

Mixed Media

Public Art/Mural/Street Art

Paper Arts/Book Art

Metal Work

Mosaic

Studio Sharing

PREPARE
FOR THIS BEFORE
APPLYING . . .

IMPORTANT INFO: Studio sharing is allowed but artists are responsible for finding a participating artist to share with before registration starts. **WE DO NOT ARRANGE THIS FOR YOU!**

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.

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

Offenders will be required to pay the extra fees and all parties will be denied participation in the Tour the following year.

Have all these requirements ready before you register

STUDIO ADDRESS + CONTACT

We will ask for your studio address and phone number. If sharing a studio, you will need to have that arranged before applying (see above) and have the exact address. This information is how visitors will find you.

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

You must have proof of liability insurance. This is important when you welcome visitors into your studio.

When in a shared studio, the host studio artist must make sure that a guest artist will be covered.

PREPARE YOUR IMAGES BEFORE SUBMISSION

You may submit 3 - 5 high-quality images, file type jpg. That includes images for our SFST WEBSITE, the on-line VIRTUAL PREVIEW GALLERY, For ANY of OUR EVENTS/WORKSHOPS and for PRINT. We encourage you to include one of you working in your studio. NOTE - THERE WILL BE PHOTO QUALITY REQUIREMENTS. We will request one image for print purposes of your choosing that should be high resolution no larger than 4MB. All others for digital use should be at 72 dpi.

You can choose to use the same images. You may also submit a composite/collage image of your work.

Remember that your submitted images may be used in our marketing and/or virtual postings.

CaFÉ/ Westfal Profile Account

The gateway into registration will again be on our website www.sfestudioart.com. Registration will be handled by CaFÉ. You must set up your free account profile before you can apply for the Studio Tour. Info here:

<https://artist.callforentry.org/register.php>

With this account you will be able to receive our call for registration as well as many others available to you that you might be interested in. This is a service which will give you all access to applying for other shows as well as it being an easy application for our Studio Tour. **Please follow the CaFÉ application instructions for image uploads.**

2025 Tour Dates

Two Tour Weekends
with a week of events
in-between

REGISTRATION OPENS FEB 1 and ENDS FEB 28

TOUR WEEKEND #1 SAT JUNE 21 + SUN JUNE 22 11- 5 PM

IN-BETWEEN WEEK MON JUNE 23rd - FRI JUNE 27th

Workshop , Studio Talks etc. and other artist events

TOUR WEEKEND #2 SAT JUNE 28 + SUN JUNE 29 11- 5PM

THE PREVIEW GALLERY WILL BE AN ONLINE GALLERY ONLY.

PICK-UP and DROP OFF TOUR SIGNAGE TBA LATER

Events Info

Studio Tour Hours

Art Sales

Artists agree to be present in their studios both weekends during the advertised hours 11am-5pm of the Tour. Let us know if there is an exception.

All participating artists may offer pre-tour studio events to promote.

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.

ON-LINE REGISTRATION WITH CAFÉ

We are able to reduce the Tour Fee this year because of the generous support through grants and sponsorships that we have received.

When you apply this year, because of the transition in returning to our original June Tour dates, this registration will include your ON-LINE PREVIEW GALLERY info as well as information regarding any studio events/workshops you plan to give in the week in-between. There will be no other application necessary.

2025 TOUR FEE: \$300 Payment On-Line through CaFÉ

Artists can access the application through the SFSAC Website www.sfestudioart.com which will link to the CaFÉ registration site.

Questions and Help related to completing the on-line application must be directed to the CaFÉ Helpline <https://www.callforentry.org/artist-help-cafe/> or send a request to the CaFÉ help team with this link <https://www.callforentry.org/contact-us/> MONDAY - FRIDAY 8:30 AM - 5 PM Mountain Time.

Unfortunately, we will not be able to reimburse your fee after February 28th when registration ends.

NEW ON-LINE Preview Gallery

Each artist may submit one piece of their artwork for the new ONLINE Preview Gallery; all artists are encouraged to participate.

The online preview gallery will be on our website all year long, providing better exposure for our artists and allowing those outside of Santa Fe to easily view it.

Because it is an online gallery, there will no longer be size limitations or display requirements.

Each artist will be asked on the registration application to submit an image of their Online Preview Gallery entry (add your name, medium, title, and price). You may elect to use one of the images submitted already as part of your Tour registration or submit a new image. Again, we will do this through your CaFÉ registration all at the same time so that there will be no confusion.

PROOFING

YOUR PROMOTIONAL INFORMATION

All submitted texts will be professionally edited and cut if the text is too long.

As requested, artists are required to do a final **proof of their info details** for the website, Google maps, etc. Make sure spelling is correct, studio numbers, and contact information. All proofs for review will be sent to the email address supplied on your application and must be completed by the deadlines provided or we publish 'as is'. No exceptions. **Be advised no major changes will be made at this point.**

Signage

NOTE: If you cannot pick-up or drop-off your Tour Signage on the given dates, you must make arrangements to have friends or relatives do this for you. No exceptions.

WE MIGHT BE ABLE TO GIVE EVERYONE EXTRA SIGNAGE AT NO COST, OTHERWISE IT WILL BE THE SAME AS LAST YEAR:

You will be supplied with three H-Frames each with appropriate SFST directional signs. Shared studios will receive extra H-Frames per registered artist according to supplies. If you have difficulty installing the H-Frame in the ground, we recommend using a large pot with soil.

IF YOU HAVE A METAL A - FRAME FROM LAST YEAR THE SIGNS YOU WILL RECEIVE WILL FIT.

A \$100 Sign Deposit Check made out to SFSAC is due AT THE TIME THE SIGNS ARE PICKED UP. **You will receive your deposit check back when you return your undamaged signage after 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.

STUDIO TOUR VOLUNTEER OPPORTUNITIES

DONATIONS

Assist in acquiring donations for the Tour.

SOCIAL MEDIA

Reposting and engaging with our social media. (Do not have to design or schedule our posts.)

SIGNAGE

Manage and distribute TOUR signage for our artists

DISTRIBUTION

Organize and distribute our promotional materials.

Sponsors, Partners And Donations

OVER HALF THE FUNDS NEEDED FOR A SUCCESSFUL TOUR COME FROM GRANTS THAT THE BOARD HAS APPLIED FOR. THEY ALSO HAVE TO BE MANAGED AND REPORTS WRITTEN WHICH TAKES MAN ADMINISTRATIVE VOLUNTEER HOURS.

ALL PARTICIPATING ARTISTS ARE EXPECTED TO ALSO SOLICIT DONATIONS IN SUPPORT OF THE TOUR .

You can be pro-active by contacting friends and family as well as businesses you frequent. Personal contacts always work better than appeal letters!.Artists can direct potential donors to the Donation Section on our SFSAC website <https://sfestudioart.com>.

Self Promotion

Each artist will be supplied with 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. That includes keeping their own websites up to date and their social media.

Official SFST logos and/or other materials shall not be used outside of the parameters of the 2025 Studio Tour.

- SFST logos must be used with all your self-promotion for the Tour - website, social media.
- SFST Marketing Package will be emailed to you in a timely fashion before the Tour.
- 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.

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.

Who we are

Our Vision

We are a diverse community of studio artists dedicated to the creation and promotion of art as an important part of life and the economy of the City and County of Santa Fe, New Mexico. We welcome artists from all different backgrounds which provides a richer experience for us all!

Our Mission

To support local studio artists and to promote the Arts in Santa Fe County.

We aim to serve the artists by promoting and sharing their art as a valuable asset for sale through educational, social and cultural engagement.

We aim to go both behind the studio walls and beyond to promote and nurture excellence in artistic creation and appreciation.

The Santa Fe Studio Arts Collective supports a full creative life for all and commits to championing policies and practices of cultural equity that empower a just, inclusive, equitable community and nation.

