



## Coldwater and Area Studio Tour 2025 New and Returning Artists Application

**The Coldwater and Area Studio Tour** features the work of local and guest artisans & artists. We offer a diverse selection of work such as painting, jewelry, glass and metal work, photography, pottery, fibre art, and woodworking in studios, workshops and historic buildings in the lovely agricultural surroundings of Coldwater and the adjoining shores of Georgian Bay.

Please note: Online applications are preferred.

**TOUR Date: Saturday, June 21 and Sunday, June 22, 2025 from 10:00 am to 4:00 pm**

Artist Name: \_\_\_\_\_

Studio Address (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone (indicate Home, Studio or Cell): \_\_\_\_\_

Email: \_\_\_\_\_

Website or Social Media address (required): \_\_\_\_\_

Medium: \_\_\_\_\_

PLEASE INDICATE:

- I have my own studio for the tour (note: the studios must be located within 15 km of Coldwater)
- I can host a guest artist (we will consult with you on the best fit for your space)
- I will require a location (circle preference): Coldwater Mill, Coldwater Community Centre, Coldwater Legion, Canadiana Museum
- I am a guest artist and request to be with \_\_\_\_\_

**Studio Tour Fee: early bird: \$175. (due by 11:59 p.m. on January 15, 2025)**

**or late fee: \$200. (due by 11:59 p.m. on February 28th, 2024)**

**\*\*First time applicants are subject to a 25.00 jury fee, in addition to the fees noted above\*\***

**If your jury application is not accepted, your fee will be returned, less the jury fee.**

**Applications are not considered final until all fees are paid.**

Method of Payment (must be included with application):

E-transfer to [ColdwaterTour@gmail.com](mailto:ColdwaterTour@gmail.com) (Preferred)

Or Mail a cheque for payment in full to:

Coldwater Studio Tour Group

20 Gray Street, Box 69

Coldwater, ON L0K 1E0

Artist's Statement for the brochure: Describe yourself and your artwork in **180 characters** or less

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Biography for the website: (**600 characters** or less)

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Social Media shout out (this will be used for posts on Facebook, Instagram or other platforms and should be short statement that describes you: (**100 characters or less**))

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PLEASE NOTE: the text you provide will be printed as is with no editing for spelling or grammatical errors.

**COLDWATER & AREA STUDIO TOUR DISCLAIMER**

*I agree to release the organizers, their elected officials, directors, members, employees and agents from all manners of action, causes, contracts, claims and demands whatsoever which I or any of my employees, agents or servants or heirs, executors, administrators or assigns, shall or may have for or by reason of any cause, matter, thing whatsoever as a result of my having participated in the studio tour and related events. I agree to indemnify and save harmless the organizers, their elected officials, directors, members, employees and agents from all manners of action, suits, debts, dues, accounts, bonds, covenants, contracts, claims and demand whatsoever and howsoever caused as a result of my participation in the studio tour and related events.*

**I have read the above guidelines, criteria and disclaimer and agree to abide by these and any reasonable rules and regulations determined by the organizers.**

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Artist Signature

Date

I acknowledge that I have insurance for this event

**PLEASE PRINT THIS PACKAGE TO COMPLETE AND RETURN (BY MAIL) TO:**

Coldwater & Area Studio Tour  
c/o Cheryl Krismer  
20 Gray Street, Box 69  
Coldwater, Ontario L0K 1E0

or by email to: [coldwatertour@gmail.com](mailto:coldwatertour@gmail.com)

### **FINAL ARTIST CHECKLIST - BE SURE TO:**

- read through the entire information package
- complete the studio tour application (Page 1-2),
- sign (Page 2) and acknowledge insurance requirements
- email 5 NEW HIGH RESOLUTION images (.jpeg format) of your artwork, min 300 DPI
  - label each image with your name, title of art, date and media, ex. **KRodgers, A New Day, 2023, textile on canvas**
- Artist Statement
- Biography
- Social Media Blurb
- Pay (page 1)

### **Coldwater & Area Studio Tour Criteria and Guidelines for New Artists**

- 1) **Must be an artist** who: has specialized training in the artistic field (not necessarily in academic institutions); is recognized as a professional by his or her peers (artists working in the same artistic tradition); is committed to devoting more time to artistic activity
- 2) **Artistic disciplines for the studio tour** are generally considered to be “Fine Art,” which may include painting, printmaking, sculpture, ceramics, photography, glasswork, jewellery, fiber art, woodworking and mixed media. If unsure, please inquire and we can provide some guidance.
- 3) The artist may display only **his or her original artwork and reproductions** thereof from his / her original designs as described on the application form (no copies of artwork by others or the work of others).
- 4) Artists are welcome to include additional products that use their artwork as a significant portion of the article, such as cards, printed textile pieces or reproductions. Please check with the committee if you would like additional guidance on this matter
- 4) New artists will need to submit up to 5 pieces of their work as part of **the jury process**. You will be contacted the week following January 15, 2024 to advise if you have been accepted to the show.
- 5) The Coldwater Studio Tour is to promote the artists visual artwork and is not intended to be a showcase for other business ventures. Promotion of other activities will not be permitted.

### **Coldwater & Area Studio Tour Criteria and Guidelines for All Artists**

- 6) The studio or location must be appropriate for public attendance and have the required display equipment/furniture which may include art grids, lights, easels, and tables and coverings, etc. to properly and professionally display the work. The executive committee may require photographs of the premises to determine the appropriateness. Studio locations must be within the boundaries of Coldwater town. We will provide space in one of the locations noted for the tour if your studio is outside of Coldwater
- 7) Artists must be present at all times between 10:00 am to 4:00 pm on both days of the studio tour.
- 8) Artists with studios must have **Liability Insurance with coverage of at least \$2 million** for admitting the public into the studio. Guest artists in studio will require their own liability coverage separate from the host artist. Please consult your insurance advisor to determine personal requirements.
- 9) The Studio Tour Committee does not assume responsibility for any visitors, guests, activities or occurrences at the studios during this event. It is the responsibility of the artist to check with their insurance company with regard to any restrictions.
- 10) The artist shall behave in a reasonable and professional manner at all times while participating in the studio tour and related events. All artists are responsible for providing all display materials, lighting, signage, tables, etc., and setting up all their artwork. This may, at times, also require working with fellow artists to organize the space provided.

- 11) The organizers reserve the right to decline an application for participation or to have an artist removed from the studio tour for breach of this agreement. The organizers also reserve the right to rescind this agreement.
- 12) Once accepted and your payment processed as of January 15, 2024, there will be no refunds, unless the event is cancelled or postponed for reasons outside the organizer's control. If refunds are issued, they may be for partial repayment, to cover any related costs associated with the tour.
- 13) The organizers of the studio tour and related events, their directors, members, employees and agents assume no responsibility or liability for any loss, damage or injuries of any kind occurring or suffered either before or after or during participation in the studio tour or related events. The organizers, directors, members, employees and agents do not assume any liability or responsibility for damage to artwork or any other property owned by the artist and/or financial loss that may be incurred by the artist while participating as part of the tour.
- 14) All participants will post signage at their site and distribute brochures as well to advertise the tour to their own client contact list and social media platforms.
- 15) Mail **your entire application package** or complete the online application by January 15, 2024 **(11:59 p.m.) for early bird payment.** Email to: [coldwatertour@gmail.com](mailto:coldwatertour@gmail.com)
- 16) If you are mailing your application, please email high quality images of **five examples** of recent artwork to [coldwatertour@gmail.com](mailto:coldwatertour@gmail.com) **by January 15, 2024.** Keep in mind rectangular images may be cropped to a 1.75-2" x 1.75-2" square (max size) for the brochure. **POOR QUALITY IMAGES may result in a REJECTION by the jury. Consider the value of getting your artwork professionally photographed.**

#### **Artist Involvement and Responsibilities**

Coldwater Studio is a volunteer group and all members must participate in supporting the tour. We require each artist to assist with one of the following activities:

- overseeing distribution of brochures
- advertising copy writing and graphic design
- signage drop off and pick up,
- sponsorship and fund raising
- marketing and event development

#### **At minimum, each artist is required to:**

- Pick-up and deliver a minimum of 250 brochures to areas **outside** of Coldwater.
- Follow the Coldwater Studio Tour Facebook page: [facebook.com/coldwaterstudiotour/](https://www.facebook.com/coldwaterstudiotour/). LIKE or SHARE posts to expand the reach of the POSTS.
- Create Facebook/Instagram posts that include samples of your work /images, your artist biography or information about your artistry process, and tag to the studio tour Facebook/Instagram page **@coldwaterstudiotour should appear in your post.** Many other groups SHARE and LIKE our pages so the marketing domino effect is an important aspect of our marketing efforts.
- Utilize your own social media channels with this same concept (Instagram, Twitter etc.).
- Invite your colleagues, former clients, potential clients, galleries, friends and family to see you at the Studio Tour. A special invitation will be created and sent to all participating artists that can be easily forwarded. Please email out the digital flyer and brochure in advance (.pdf will be provided).
- Post the Studio Tour brochure and date and locations on your website or social media (if applicable).
- Pick-up and set-up Studio Tour lawn signs prior to the tour (we will provide a map and further instructions).

## GET INVOLVED

We are all struggling artists who look for ways to reduce our costs. Below is a list of how you can be involved and the benefits for reducing your costs for the tour. The tour succeeds when we all participate.

Name: \_\_\_\_\_

### FUND RAISING AND SPONSORSHIP:

- Raise 150.00 in fundraising, reduce your fees by 25.00
- Raise 300.00 in fundraising, reduce your fees by 50.00
- Raise 500.00 in fundraising, all entry fees will be waived

If you have paid for your tour fees, a refund cheque will be issued once the fundraising has been received.

### LUCKY ART DUCKS

- Paint a Lucky Art Duck (applications close on December 31, 2024) and receive 25.00 off your fees (Duck must be received back to the committee completed by April 30<sup>th</sup>, 2025)

### JOIN A COMMITTEE:

- Chair marketing and sponsorship, reduce your fees by 75.00
- Chair the brochures distribution committee, reduce your fees by 50.00
- Chair Art in Town, reduce your fees by 75.00
- Secretary and Treasurer, reduce your fees by 75.00
- Copy writer for social media and e blasts to our mailing list, reduce your fees by 100.00
- Social media team, responsible for posting on Facebook, Instagram and other outlets, reduce your fees by 100.00
- Advertising and media communications reduce your fees by 75.00

Please reach out and get involved!

Cheryl and the executive committee