



November 13th - November 21st 2010

Welcome (or welcome back) to E.A.S.T.!

For those of you who may be new to these parts, E.A.S.T. is a celebration of the extraordinary east Austin arts scene and an opportunity for the public to experience it in a unique and collective way. All across the east side of town, artists open their doors and invite the public to enjoy the rare experience of seeing the spaces in which they work, as well as the work that they produce. This is our 9th time around and every year the Tour has grown in energy and ambition. With no abatement of that growth in sight, this year's Tour promises to be a more interactive and inspiring experience for both visitors and participants alike. During last year's E.A.S.T. a crack team of behavioral scientists, armed with sophisticated, high-tech measuring devices, were employed to ascertain what worked and what didn't. Here is what the Tour will look like this year....

- The tour will again be 9 days long, spanning two weekends.
- There will be four different ways to participate: Artist Studio, Exhibition Space, Happening, and Program.
- Artist Studios and Exhibition Spaces will be open on the 2 weekends of the tour: November 13th & 14th and 20th & 21st.
- Artist Studios and Exhibition Spaces will have the option to participate in only 1 weekend of the tour, all participants opting to open only 1 weekend will be open on the first weekend, November 13th and 14th.
- Artist Studios and Exhibition Spaces weekend open hours have changed to 11 am – 6 pm.
- Happenings and Programs will only occur outside of the Studio Tour hours: from 6 pm – 2 am on the weekends (Nov 13th, 14th, 20th, & 21st) and 11 am – 2 am during the week (Nov 15th – 19th).
- Participants must be located east of I-35, west of Hwy 183, south of Hwy 290 and north of Ladybird Lake/Colorado River. (Out-of-bounds applications will be reviewed and considered on a case by case basis).
- All of this will happen in November, when Austin's weather is at its finest.

GETTING INVOLVED

To participate in E.A.S.T. you may apply as an **ARTIST STUDIO**, a **GUEST ARTIST** an **EXHIBITION SPACE**, or a **HAPPENING**. This year, persons interested in hosting or creating a **PROGRAM** should contact Big Medium directly by sending an email to info@eastaustinstudiotour.com. Please include a short description of your idea.

ARTIST STUDIOS are, simply put, the specific locations where artists create their work. Each Artist Studio will be responsible for the following:

- Possible acquisition of a City of Austin permit. (E.A.S.T. organizers are currently working with the City of Austin as to how this will work. Applicants will be contacted with details as soon as they are available).
- Promoting the tour and their own studio space. Provide own food and beverage, should they choose to.
- E.A.S.T. hours for Artist Studios are from 11 am – 6 pm on the weekends of November 13th & 14th and 20th & 21st.
- Artist Studios will have the option to participate in only 1 weekend of the tour, all participants opting to open only 1 weekend will be open on the first weekend, November 13th and 14th.
- *Guest Artists*: Artists whose studios are not within the E.A.S.T. boundaries are allowed to join participating Artist Studios on the tour as a Guest Artist. It is the Guest Artist's responsibility to make all arrangements with their host studio before submitting an application. E.A.S.T. does not find studios for guest artists.

EXHIBITION SPACES are established venues whose main thrust is to exhibit fine art or performances. If you are a gallery or theater, this means you. If you are a restaurant or other business that exhibits art on the walls, you do not qualify as an EXHIBITION SPACE, but may be considered for a HAPPENING.

- E.A.S.T. hours for Exhibition Spaces are from 11 am – 6 pm, on the weekends of November 13th & 14th and 20th & 21st.
- Exhibition Spaces will have the option to participate in only 1 weekend of the tour, all participants opting to open only 1 weekend will be open on the first weekend, November 13th and 14th.
- Exhibiting artists may apply as a Guest Artist to receive an additional listing in the E.A.S.T. promotional materials.

HAPPENINGS are autonomous, art-focused occurrences created specifically for the Tour. A HAPPENING might be something like: an art opening in a restaurant or other business; a site-specific installation or sculpture; a performance piece; or an artistically themed party or event. Please note:

- NEW THIS YEAR: Happenings will only occur outside of the Studio Tour hours: from 6 pm – 2 am on the weekends (Nov 13th, 14th, 20th, & 21st) and 11 am – 2 am during the week (Nov 15th – 19th).
- Space in promotional materials is limited, therefore all applications will be considered on a case-by-case basis.

- Applicants must receive permission and secure the site for use before applying.
- Happenings are meant to be one-time occasions. Regardless of the duration of the event, E.A.S.T. will only promote Happenings as singular occurrences. For example, if you are hosting an artists work for a month at your café, the Happening would be an opening reception.

PROGRAMS are activities such as workshops, lectures or panel discussions that promote and discuss the arts or the east Austin community.

- This year, PROGRAM submissions will be considered on a case-by-case basis. If you are interested in hosting a PROGRAM at your space, please contact Big Medium directly at: info@eastaustinstudiotour.com, include a short description of your idea.
- PROGRAM coordination and implementation are the sole responsibility of the hosts.
- Programs will only occur outside of the Studio Tour hours: from 6 pm – 2 am on the weekends (Nov 13th, 14th, 20th, & 21st) and 11 am – 2 am during the week (Nov 15th – 19th).

OTHER CASE SENARIOS we are open to new and crazy ideas, so if you're dreaming up something that doesn't fit into the Tour's structure, please send us a short proposal about your awesome idea and we'll see if it can fit into the Tour.

FEES

Application fees help produce the E.A.S.T. catalog, map, website and calendar. There is a flat participation fee of **\$100.00** for all **ARTIST STUDIO, GUEST ARTIST, EXHIBITION SPACE** and **HAPPENING** applicants.

PROMOTION

To promote the Tour, E.A.S.T. will provide a wide range of interactive and useful materials for visitors to utilize and enjoy.

The **E.A.S.T. Catalog** is a full color guide that includes images and information about each participating ARTIST STUDIO, GUEST ARTIST, EXHIBITION SPACE, and HAPPENING. The catalog will include a large **Map** of the Tour area featuring all participating locations. It will be available for free during the tour and around Austin in the weeks leading up to E.A.S.T. A limited quantity will be available to all participants to distribute as they see fit.

The **E.A.S.T. website** will include images and bios for ARTISTS STUDIOS, GUEST ARTISTS, EXHIBITION SPACES, and HAPPENINGS. PROGRAMS will have all pertinent information listed on the website as well. A user-defined Google Map will be available in addition to the web version of the E.A.S.T. Map.

E.A.S.T. signs will be provided for all participating locations of the tour.

An interactive, online **E.A.S.T calendar** will outline all the events and activities that will occur during the 9 days of the tour.

ADVERTISING

The E.A.S.T. Catalog will be distributed throughout the greater Austin area in the weeks leading up to the Tour. If you are interested in purchasing ad space in the Catalog please contact Stephanie Braddock at stephanielb3@gmail.com for options and rates.

- E.A.S.T. Participants receive a 15% discount on any ads purchased in addition to their standard Catalog listing.

HOW TO APPLY

This year, applications for Artist Studios, Guest Artists, Exhibition Spaces, and Happenings will be submitted **ONLINE ONLY**.

The application deadline is 6:00 pm on Wednesday, September 1st, 2010. Any applications received after this time will not be considered for review.

For applicants without computer access: beginning August 9th, every Monday, from 10 am – 4 pm, a computer will be available at Big Medium (5305 Bolm Road Suite 12, Austin TX 78721) to complete the application process.

Make sure to have the following materials ready before you start the Application process:

IMAGES

You will be asked to submit images that meet the following criteria:

- JPEG or PDF format
- Color mode set to CMYK
- Sized with the largest dimension (width or height, whichever is biggest) at 1500 pixels or 5" at 300 dpi.
- Files named appropriately (details on application).
- Images size should not exceed 3MBs

Please do not submit images with text or logos overlaid on the image, or images with multiple pictures collaged together to fit more images into one. Blurry or poor depictions of art will not be printed or put on the website, nor will images taken in

poor lighting or with very distracting surroundings. Do not submit hard copy images/photographs or original artwork.

NEW THIS YEAR: If you need assistance in preparing your images for the Application, beginning August 9th, E.A.S.T. will be providing photographic services at Big Medium for an additional fee of \$30.00. Please contact us at info@eastaustinstudiotour.com for details.

IMAGE DETAILS

You will be asked to enter specific information regarding each piece, such as artist name, title, and medium into the application. Make sure your image details correlate accurately to the images you are submitting.

STATEMENT

Prepare a statement describing your work, Studio, Exhibition space, or Happening.

PAYMENT

After you have completed your online application, you will be contacted about payment. We prefer checks, but there is an option to pay by credit card (\$3 processing fee will be added). Make checks or money orders payable to Big Medium. Payment is due on September 1st, 2010, your application will not be reviewed if you do not pay on time. Mail or hand deliver to **BIG MEDIUM, 5305 BOLM RD STE 12, AUSTIN, TX 78721**. Please note the name of your Artist Studio, Exhibition Space, or Happening somewhere on the check or money order.

THE FINE PRINT

- Participants are responsible for their own insurance, but E.A.S.T. does not require you to have a policy to be included in the tour.
- E.A.S.T. reserves the right to reproduce participant's imagery for promotional purposes in print and online.
- E.A.S.T. reserves the right to reject any application for any reason whatsoever.

Thank you for visiting the E.A.S.T.! We're all really excited about this year's Tour being the biggest and best one yet. For further questions, comments or compliments please feel free to contact us at: info@eastaustinstudiotour.com.

