

## **FAQ for Open Studios Artists**

### **1) Why should I participate in Open Studios STL?**

Artists who have participated in previous Open Studios have noted a number of positive outcomes, including meeting with potential buyers and dealers, interacting with the local community, interacting with other artists in the St. Louis area, receiving public feedback, gaining exposure, and just having fun!

### **2) What kinds of attendance can I expect at my studio?**

It's hard to guess how many people will visit each studio. Estimates each year have ranged from 10-150+ visitors per studio. We recommend promoting OS on your various social media and/or mailing lists.

### **3) Will I sell any of my art during the Open Studios weekend?**

You might! Past participants have noted that some visitors to their studios bought artwork due to the experience of visiting the studio and seeing the production of artworks.

### **4) I'm having trouble registering my studio. Who do I contact?**

Taylor Jeromos, Open Studios Coordinator, at [openstudios@camstl.org](mailto:openstudios@camstl.org) or at 314-535-0770 x277.

### **5) What is the registration deadline?**

The registration deadline is July 26, 2016. Registration by this date guarantees artists' listings on the Open Studios website and print directory.

### **6) I have already filled out an online page on the previous Open Studios website—do I have to make another one?**

Yes—in order to fully update the system and publish correct information, artists must register again via our online submission form.

### **7) How do I know which day to open my studio?**

***NOTE: This has changed from previous years!*** Studios west of Grand Blvd will be open Saturday, October 8. Studios east of Grand Blvd will be open Sunday, October 9.

### **8) How should I prepare my studio?**

Artists will need to develop some sort of stamp for visitors' print directories. Each time someone visits a studio, the artist will give them a unique “stamp” on their passport. Studios should be clean and navigable for visitors, and artists are encouraged to provide light snacks for visitors.

### **9) Will CAM provide spaces for artists without studios?**

No, but artists are encouraged to join together and secure community spaces for shared

exposure of their works in progress.

**10) I am interested in hosting an Open Studios event; how do I proceed?**

We encourage artists to have daytime events, such as performances, live music, poetry readings, artist demos, film screenings, and casual celebrations of local art, during Open Studios hours (10:00 am - 5:00 pm).

**11) What kinds of tours and events will CAM be organizing?**

This year, we are organizing a number of walking and bike tours. Additionally, we will be scheduling a select number of one-hour "Drop-Ins" with guest experts/curators at select studios.

**12) How can my studio be included on a guided tour?**

Tour routes will be selected by the leaders of the different tours. Walking and bike tours are best in neighborhoods with a high proximity of artists. In the past, walking tours have been most successful when someone from the neighborhood volunteers to lead the tour.

**13) How will CAM promote Open Studios STL? How can I promote my space?**

CAM promotes Open Studios STL through its newsletter, e-blasts, social media, website, advertising, online event calendars, the Open Studios STL website, and printed maps. We will provide you with door signs and flyers to hang in your space and share in person and online. One of the most important marketing avenues is you, the artist! We ask that you promote yourself and spread awareness about this program.

**14) Will there be an exhibition of artists' work at CAM?**

In the spirit of keeping Open Studios STL focused on the artists, the studios, the tours, and the experience of the program, we will not be hanging works at CAM. First Friday program on October 6 serves as a Kick-Off Party, providing a friendly and fun atmosphere for visitors to converse with artists, allows networking among artists, and provides a central location for information so visitors can plan their weekend itinerary.

**CAM will provide additional information on tours and programming as it becomes available.**