



## WEST 2018 Participant Guidelines

### Tour Information

- Dates & times: May 12 - 13 & 19 - 20, 11am-6pm
- Boundaries: West of I-35, East of Mopac, South of Hwy 183, North of William Cannon
- Fee: \$175
- Key Dates:
  - Open Call: **Jan 23 - Feb 23**
  - Due WEST: **May 10**
  - Post-tour Town Hall Meeting: **May 23**

### Boundaries

To participate in WEST, you must have a space within WEST boundaries (see above). If your studio is outside the boundaries, you are welcome to join by showing as a guest at another artist's studio, temporary space, or gallery. Due to the volume of artists seeking spaces, Big Medium is unable to connect artists to venues.

**\*\*Please do not apply as a participant of WEST if you are seeking to advertise a non arts-related event or business as a stop on the tour. This includes cafes, restaurants, and other retail businesses. We appreciate your desire to be involved and invite you to invest in the success of the tour and promote what you do to a huge audience by becoming an WEST sponsor, Pit Stop, or advertiser. For more information email Jenna Carrens at [carrens@bigmedium.org](mailto:carrens@bigmedium.org).**

## Step-by-Step Application Guide

The WEST application is just seven steps. Please review all steps and be prepared to provide the specified information. All details of your participation (i.e. artist(s), statement, images) must be finalized before you apply. Incomplete applications will not be reviewed.

### Step 1: About

Let us know who you are. WEST listings are designed for individual artists or collaborative groups. If there is more than one artist at your location, each artist is encouraged to complete a separate application or participate in the Exhibitions category.

- Artist Name (First name, last name, or collaborative name)

## Step 2: Category

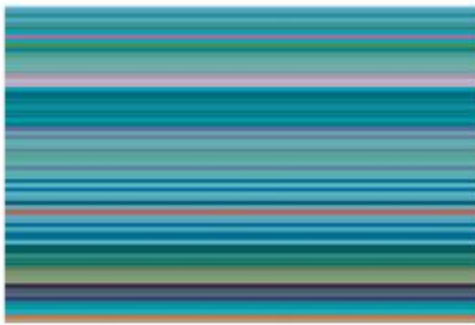
Carefully read each category, then select how you would like to participate. Make sure to note all requirements for your specific category.

### **ARTISTS**

Artists identifies individual creatives and collaboratives. Participants must be free and open both weekends of the tour from 11am-6pm.

#### **Artist in a studio**

This category is reserved exclusively for spaces where artists create their art. This may include home studios, spaces in larger studio complexes, or stand-alone commercial studios.



#### 1. Hollis Baxter

Ever since I was a teenager I have been fascinated by the traditional understanding of the mind. What starts out as contemplation soon becomes manipulated into a dialectic of defeat, leaving only a sense of decadence and the unlikelyhood of a new reality.

1566 E 7th St  
baxter.com - info@baxter.com  
1, 3, 5, 8, 9

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#### **Guest at a studio**

Artists who don't work within the boundaries of WEST may participate as a **Guest Artist**.

- Guest Artists must make all arrangements with a host studio before submitting an application. (Big Medium does not find studios for Guest Artists).
- Guest Artists must complete their own, separate application.
- Studios may only have a maximum of 6 Guest Artists in accordance with City code and Big Medium policy.



#### 1. Baxter Hollis

Ever since I was a teenager I have been fascinated by the traditional understanding of the mind. What starts out as contemplation soon becomes manipulated into a dialectic of defeat, leaving only a sense of decadence and the unlikelyhood of a new reality.

Guest of Hollis Baxter  
1566 E 7th St  
hollis.com - info@hollis.com  
1, 3, 5, 8, 9

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## Artist featured in a gallery

This category is for artists exhibiting at established art venues with regular gallery programming.

- Gallery applications must be artist focused and not about the gallery space itself.
- Featured artist is recommended to be on site during some or all of WEST.



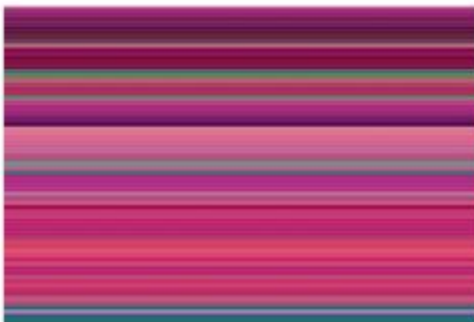
### 2. Ricardo Vicente Ruiz

"For When the Leaves Grow Cold, but I Still Require Your Shoulder" is a suite of paintings rooted in the history and folklore of harvesting seasons in the Southwest. The focus is on the surrounding landscape with tools, animals, plants, and fantastical manifestations as onlookers.

Gallery  
Big Medium Gallery - 916 Springdale Rd  
bigmedium.org - info@bigmedium.org  
1, 3, 5, 8, 9

## Artist in a temporary space

This category is for artists exhibiting at a venue not dedicated to showing art year round, which may include pop-up shows, site specific installations, or exhibitions in a warehouse or home.



### 2. Jane John

Ever since I was a teenager I have been fascinated by the traditional understanding of the mind. What starts out as contemplation soon becomes manipulated into a dialectic of defeat, leaving only a sense of decadence and the unlikelihood of a new reality.

Temporary Exhibition  
1566 E 7th St  
jjart.com - info@jjart.com  
1, 3, 5, 8, 9

## EXHIBITIONS

Exhibitions is intended for art shows with more than one artist in a single listing and time based experiences. Exhibitions can occur during or after tour hours (11am-6pm).

### Group Exhibition

This category is for exhibitions with more than one artist, which may include pop-up shows, site specific installations, or exhibitions in a warehouse, home, or gallery.



### 3. WEST Group Exhibition

The Group Exhibition is where the tour begins! With over 300 artists participating and catalogs and maps on site, you can plan your entire tour experience in one stop. The exhibition is organized by tour number, allowing you to move through the show geographically, discovering your favorite WEST artists along the way. All works are for sale with proceeds benefiting the artists.

Temporary Exhibition  
1501 E 5th St  
west.bigmedium.org - info@bigmedium.org  
1, 3, 5, 8, 9

## Happening

Happenings are time based experiences. This category may include art competitions, performances, demonstrations, workshops, artist talks, panel discussions, and other art related activities.

- Activations must occur within the weekend days of WEST.



### 4. Community Breakfast

Join us on the first Saturday of the tour for Community Breakfast! Start your 2018 WEST with food, drinks, and enjoy a preview of artwork you can see on the tour. Bring your catalog and your appetite!

Event  
1501 E 5th St  
west.bigmedium.org - info@bigmedium.org  
1, 3, 5, 8, 9

## Short description of how you'll be participating on the tour

- Example #1: I'll be showing in my studio during WEST.
- Example #2: A friend is letting me and three other artists use their empty house to create a temporary installation.
- Example #3: I am a part of a group exhibition in an office space.
- Example #4: I'm hosting an interactive art event.

## Step 3: Contact

This information will be listed in the WEST promotional materials (catalog, map, desktop and mobile sites, etc.). If you don't wish to publicize certain information, you may leave it blank. Social media links will only be listed on the desktop and mobile website.

- Phone number
- Email
- Website
- Facebook
- Instagram
- Twitter

## Step 4: Artist Statement & Medium

Provide the audience with an artist statement or description of your exhibition - as well as details on the materials involved in your practice.

### Artist Statement

- Please provide a short statement for publication in the catalog and website. Single paragraph format only, 400 characters or less (including spaces).

### Medium

- Mediums for desktop and mobile website search feature. Please only select mediums that will be on display for WEST.

### Materials

- Please describe materials used.
  - Examples: Oil, acrylic, graphite, bronze, wood, latex, porcelain, etc.
  - Not: painting, drawing, sculpture, ceramics, etc.

## Step 5: Location

This is where the audience will come to see you and your art. Tour boundaries are: West of I-35, East of Mopac, South of Hwy 183, North of William Cannon

- Street address
  - Please abbreviate any instance of Street, Lane, Road, etc to St, Ln, Rd (with no period)
  - i.e. 916 Springdale Rd
- Building, Suite, or Unit Number
- Zip Code
- Special directions for tour-goers
  - i.e. "down the alley", or "in the shed in the backyard"
- Is your location zoned residential?
- Is your location kid friendly?
- Are other languages spoken at your location?

## Step 6: Accessibility

Please take a moment to determine your space's accessibility by using the following checklist. Please click [here](#) for details on official State of Texas ADA requirements.

We understand that many of you will be participating in home studios or unusual spaces, and we're not asking anyone to make their space fully accessible. We're simply informing our audience to provide a more enjoyable tour experience.

If you are a guest, please make sure your information is accurate and corresponds to your host's submission.

## Parking

- Official parking for the disabled?

## Entrance & Interior Mobility

- Minimum 32" wide doorway clearance space?
- Entry path without stairs?
- Entry way with a ramp?
- No lip entryway?
- Accessible path around studio areas with minimum 36" width?

## Restrooms

- Entry way with minimum 36" wide clearance space?
- Minimum 56x60" clearance space for toilet?
- Grab bars?

## Other

- Braille or Raised Letter Signage?

# Step 7: Images

Please submit three images for consideration that best represent your art, space, or event. One of your images will be featured in the catalog - all three will appear on the WEST desktop and mobile sites. Big Medium has final selection on catalog images. Please submit your images in order of your personal preference (catalog image first).

## Images Must Meet the Following Specifications

- Name image files accordingly: First Name\_Last Name\_Image # (i.e. **Hollis\_Baxter\_1.jpg**)
- JPG ("Quality" set to Maximum).
- **300dpi** for print\*
- Images must be at least **5" or 1500 pixels** wide
  - If you do not know what this means or need help formatting your images, please email [west@bigmedium.org](mailto:west@bigmedium.org)
- For the catalog image, horizontally oriented images are not required, but are **strongly suggested** in order to maximize the allotted space.
- No logos, please! Do not submit images with text 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.

## Images for catalog and website

- Image 1
  - This should be the preferred catalog image, but please understand that Big Medium reserves the right to make the final selection on catalog images.
- Image 2-3
  - These additional images will be for the website and/or alternatives for the catalog image.

### **Website Thumbnail**

- This image will represent your listing on the website and should reflect your work as best as possible. The format must be square. Min 200 pixels.
- Name thumbnail image accordingly: First Name\_Last Name\_**Thumb** (i.e. John\_Smith\_**Thumb**.jpg)

### **Studio or Location Image**

- This image is to help our staff get a better idea of how you're planning to participate. Please use an interior shot of you work/exhibition space. Min 200 pixels.
- Name studio image accordingly: First Name\_Last Name\_**Studio** (i.e. John\_Smith\_**Studio**.jpg)

### **Visual Reference**

To help you visualize how your information will be used, you can check out the 2017 WEST catalog [here](#). While the two catalogs will not be identical, you can expect the 2018 WEST catalog to look similarly.

## **Thank You**

Once again we're doing all we can to make the West Austin Studio Tour an exciting and inspiring experience for participants and tour-goers alike. Please contact us at [west@bigmedium.org](mailto:west@bigmedium.org) if you have any questions.