



## WEST 2019 Participant Guidelines

Big Medium's West Austin Studio Tour (WEST) is a free, annual, self-guided art event spanning two weekends in May. WEST provides opportunities for artists to connect with each other and for the public to experience art in creative spaces.

### Mission of WEST

The mission of WEST is to provide an inclusive and accessible platform for a diverse group of artists to create, exhibit, and discuss their work, to increase the audience that experiences the artists work, and for that experience to create conversation and build relationships around art and the creative practice. WEST isn't a craft fair or a street festival, and while sales are an important aspect of any artist's career, they are not our primary focus. We believe an interconnected art community that supports each other will produce more impactful and sustainable benefits for everyone involved.

### Goals of WEST

Each WEST category has a different objective. Through the **studios**, WEST highlights process, tools, and inspirations in the spaces where art is created. Through **galleries**, the tour recognizes the permanent institutions dedicated to showcasing art in Austin year round. **Temporary exhibitions** and **happenings** give opportunities for artists to present work in unexpected spaces or experiment with performance and time-based events designed specifically for the two weekend span of the tour when our city is focused on art.

### Core values of WEST

- Diverse
- Accessible
- Experimental
- Inspirational
- Community building

### Tour Information

- Dates & times: May 11-12 & 18-19, 2019
- Boundaries: West of I-35, WEST of Mopac, South of 183, North of William Cannon
- Key Dates:
  - Open Call: January 15 - February 15
  - Due WEST: May 9
  - Post-tour Town Hall Meeting: May 22

## Boundaries

To participate in WEST, you must have a space within tour boundaries: West of I-35, East of Mopac, South of 183, North of William Cannon. If your studio or exhibition space is outside the boundaries, you are welcome to join by showing as a guest at another artist's studio, temporary space, or gallery.

Spaces very close to the boundary line will be considered for participation, please email [west@bigmedium.org](mailto:west@bigmedium.org) with your space's physical address to get approval before applying. If you are approved to apply, you are still not guaranteed to be accepted, as our committee has final selection.

## Participation Fee

Fee: \$175

## Fellowships

Big Medium awards artists Fellowships based on artistic merit and financial limitations. WEST applicants may apply for a Fellowship to receive partial or full financial support to cover the participation fee. Full, half, and quarter Fellowships are available. The fellowship application requires a \$10 processing fee.

Fellowship applicants are asked to:

- Briefly describe their dedication to their artistic practice
- Describe their financial limitation
- Describe how they hope to benefit from their participation on the tour

## Criteria

Some questions to ask yourself before applying:

### General

- Does your practice qualify? We are seeking fine artists with a visual arts emphasis.
  - Does the medium fall into the categories included in the application? (see below)

Ceramics	Installation	Sculpture
Collage	Jewelry	Sound
Design	Photography	Stone
Digital Drawing	Metal	Video/Film
Painting	Mixed Media	Wood
Fiber	Performance	
Furniture	Printed Matter	
  - Examples that will not be accepted:
    - Craft fairs
    - Food products
    - Beauty products
    - Mass produced products

### Studios

- Will you be showing your dedicated work space?
  - Will process be on view, or will the space be transformed into a gallery / exhibition?

### Exhibitions in a dedicated space

- Is the space recognized exclusively as an exhibition space year round?

#### **Exhibitions in a temporary space**

- Is the temporary space conducive to showing artwork? Spaces with poor lighting or distracting environments will not be included.
  - Examples of spaces not recommended, particularly for 2D work\*
    - Parking lots, driveways,
  - \*Exceptions include large scale installations, or other projects that fit such an environment

If you are an art-friendly business, 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 a WEST [Local Business Partner](#), Advertiser, or Sponsor

Local Business Partners include can **cafes, restaurants, bars, retail businesses** and **boutiques** who want to support our creative community and participate in the tour as a business. More information about this category is available here. For more information about whether or not your business can be included in the Local Business Partners program, please email [development@bigmedium.org](mailto:development@bigmedium.org).

Advertisers support the tour by creating customized ads that are woven throughout the catalog in full, half, and quarter page dimensions. For rates and ad specifications, please email [development@bigmedium.org](mailto:development@bigmedium.org).

Corporate sponsorship of WEST provides significant community impact and marketing opportunities for corporate engagement through our customized and wide-ranging partnership platform. For more information about sponsorship opportunities and benefits, please contact Rachael Garbowski, [garbowski@bigmedium.org](mailto:garbowski@bigmedium.org).

## Selection Process

Big Medium works with a Review Committee to help select participants for both EAST and WEST. The committee features invested community leaders, artists, and curators who, guided by the above criteria, make recommendations on who should be involved in each tour.

\*FAQ separate tab  
Application FAQ

Below to be separate pdf:

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# 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 can not be reviewed.

## Step 1: 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, collaboratives and group exhibitions at studios, galleries, or temporary spaces. Artist spaces must be free of charge 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.



#### **231. Cynthia Pierce**

*Porcelain, acrylic*

I just make things, and the studio becomes a playground where each bowl, drawing, and painting, stands complete within itself. I play with grolleg porcelain in search of the perfect bowl. My Texas roots have pulled me back to scenes of Texanna where cattle and dirt dominate my canvases. Color is the major focus of both clay and canvas.

**Artist Studio • Black and White Home**

1012 W Johanna • (512) 751-2234

[cynthiabeimer@gmail.com](mailto:cynthiabeimer@gmail.com) • [artofcynthiapierce.com](http://artofcynthiapierce.com)

Accessibility: 2

#### **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.
- 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.



### **266. Karen Woodward**

*Glass, light, collage, mixed media*

I will be exhibiting a colorful new body of work titled Memory Constructs. With this new body of work, I use glass, light, ceramics, and collage to explore concepts surrounding memory.

**Guest of Valérie Chaussonnet**

2008 Arthur Ln  
woodwardglass@hotmail.com • karenwoodwardstudios.com  
Accessibility: 2

## **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.



### **155. Krista Steinke: Good Luck With the Sun**

*Photography, mixed media, video*

Krista Steinke is a lens-based artist working in photography, video, and installation. Straddling the lines between document, experimentation, and visual poetry, her work explores a human-environmental relationship and photography's role in how we navigate the physical and cultural landscape.

**Exhibition • Women and Their Work**

1710 Lavaca St • (512) 477-1064  
info@womenandtheirwork.org • womenandtheirwork.org  
Accessibility: 2, 3, 6, 7

## **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.



### **241. Form in Color**

*Multiple mapping projectors, LEDs, sculptural foam, LCD monitors, color transparencies, screens, paint, mixed media*

'Form in Color' is a collaborative installation made up of a digital animator, experimental architect, and lighting designer reenvisioning a 1970's built home and studio.

#### **Exhibition**

1118 Robert E Lee Rd, Unit A • (631) 678-7380

casey@createfacilitate.com

Accessibility: 2

## **EVENTS**

Events is intended for time based art experiences.

### **Happening**

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

- Happenings must occur within the weekend days of WEST.
- Events can occur during or after tour hours (11am-6pm).



### **D. Seen and Unseen: A Sunday Afternoon in Clarksville**

*Mixed media*

*May 12, 12-2pm*

Join curator Stephanie Lang for a gallery talk about the exhibition *Seen and Unseen*. The impact of the on-going displacement of historically Black communities—locally, nationally, and globally—is profound and timeless. Photographers Hakeem Adewumi and Celeste Henery use photographs to exemplify this truth. Centered around Clarksville, a freedom community established in the early 1870's in West Austin, images of former residents and their families, architectural remains, discarded household items, and historical buildings, honor what was left behind.

#### **Happening • The Idea Lab**

210 West 24th St, Gordon White Building, Room 2.204

galleriesatut.org

Accessibility: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

### **Check the boxes that best describe your space**

- Home studio
- Stand alone studio
- Studio complex
- Warehouse
- Office
- Outdoor installation

## **Step 2: 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.

- Artist Name (First name, last name, or collaborative name)
- Exhibition Title (if applicable)
- Event name (if applicable)

## 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 primarily be listed on the desktop and mobile website, but instagram may be listed in the catalog.

- 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. If your medium does not appear here, then you may not qualify for the tour.
  - Ceramics, collage, design, digital, drawing, fiber, furniture, installation, jewelry, painting, photography, metal, mixed media, performance, printed matter, sculpture, sound, stone, video/film, wood
  -

### 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, WEST of Mopac, South of 183, North of William Cannon

- Venue Name (ie Big Medium Gallery)
- 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 have Photoshop, free alternatives include: Pixel, Splashup, GIMP.
- 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 2018 WEST catalog [here](#). While the two catalogs will not be identical, you can expect the 2019 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.