



AGENDA & INFORMATION: PUBLIC MEETING
for artists and others interested in participating in THAT
Monday, January 14, 2019
Machineart, 203 Harrison Street, Frenchtown, NJ 08825

AGENDA

- Welcome
- Introductions
- Key Dates
- Benefits
- FAQs Discussion/Questions
- Closing

ORGANIZERS Val Sivilli, Catherine Suttle, Kathleen Thompson and Jay Raymond

KEY DATES * Dec 1 (2018) Application Opens in CaFÉ
February 15 Deadline for Artist and Group Venue Application
May 3 Opening Reception and Exhibition @ the Hunterdon Art Museum (HAM)
May 4-5 Open Studios Tour

** NOTE: Additional dates will be shared as online posting and print deadlines are confirmed.*

BENEFITS

- Inclusion in a group exhibition at the Hunterdon Art Museum
- Sell your work in your studio and pay no commission
- Get in on the ground floor of this annual **dynamic (or pioneering, etc.)** event
- Raise the visibility of artists and patrons in the community
- Network and build connections with other artists
- Be on a printed and digital map of artists in the county
- Have your online presence and profile on our website for one year

www.thehunterdonarttour.com
info@thehunterdonarttour.com

FAQs

Q: What is the difference between an “open studio” and a “group venue?”

A: An “open studio” is for the display/sale of an artist’s artwork only.
The fee to apply is \$125.

A “group venue” is **any** entity (studio, gallery, restaurant, business, etc.) that wants to be on THAT’s map and website. The group venue fee is \$250.

This is a more economical way to participate in the Tour if multiple artists choose to exhibit together at one location. Group venues will be shown on both online and printed maps and will have ONE page on THAT’s website.

Details about both options are at www.thehunterdonarttour.com.

Q: What if I am an artist without a suitable studio space, can I participate?

A: Yes. You can exhibit with another artist that will be part of THAT. You must arrange this before you apply. To be clear, a separate application and registration fee is required to exhibit in another artist’s studio.

Q: What does the \$125 registration fee cover?

A: All funds, including registration fees, collected by THAT will pay for our map, web presence, advertising, marketing, materials and insurance for the event at HAM.
The four organizers are volunteers.

Q: How are you going to market THAT to the public, i.e. those who want to see our art?

A: We will be advertising through various online venues (including social media), through traditional print venues (including newspapers and art-oriented periodicals) and on the radio, e.g. WDVR.

THAT is YOUR event.

Every artist and destination can help spread the word through social media.

We will provide digital images you can post, share and email.

THE HUNTERDON ART TOUR: MAY 4-5, 2019

OPENING RECEPTION AND EXHIBITION: **MAY 3TH** AT THE HUNTERDON ART MUSEUM

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