

LAKESIDE ARTISTS STUDIO TOUR

2019 PROSPECTUS

The annual Lakeside Artists Studio Tour has become a very popular cultural event in the Lake Norman area. The 2009 inaugural event drew over 500 attendees over a day and a half period. Each year since people have told us they look forward to this event and we have had excellent attendance due to publicity, word of mouth and the high quality of work by participating artists and craftspeople. We expect even more visitors this year because we are again extending the event to three days; Friday, Saturday and Sunday. Our tag line is “one of a kind art directly from the artists”, ensuring visitors unique works of art they won’t find everywhere else. We also offer visitors an open tour of our studios providing an insider’s view of the artists working environment. There will be several studios and houses open where multiple artists can show their work. Mediums include wood, fiber, ceramics, paintings, sculpture, furniture, jewelry, etc. We encourage artists to enter their original work in any medium.

For the convenience of our visitors, each location will have several artists. You may be a guest at an existing studio or host your own studio location on the Brawley peninsula. While this is mainly a *studio* tour, there may also be an opportunity for some participating artists to occupy vacant upscale homes for sale in the area. Every effort will be made to combine artists with varying mediums at each location. An example of a typical configuration would be: A painter, a wood artist, and a jewelry artist. No single location will have more than one artist of a certain medium/style. Because of our need to have a good mix at each location, it may be necessary to limit the number of artists accepted in each medium. This does not necessarily reflect the quality of your work.

Each year we enjoy publicity in nearly every local publication, and this year we plan to do the same. Large banners will be posted in prominent locations in the weeks preceding the show, and on the dates of the show we will have signs directing visitors to each studio location. High quality brochures or postcards will be distributed in the area and will also be furnished to the artists for their own distribution. We also have a professional website that you can reference on your email communications, website, and other social networking methods. It will have a page for each studio location as well as for each artist and representations of your work. It also serves as a link back to your personal website. Although the website is temporarily vacant until we get new 2019 data/information from our artists, you can access the website here <http://www.LKNStudios.com>. Even if you were a participant in last year’s event, the jury process is still required. Please read the full prospectus with the new rules and if you are in agreement, fill out the attached application, sign and send your checks totaling \$200.00 as described below. Send new images of your work so we can publish on the post card as space allows and, on the website, (previous years images will not be used).

FEES: A non-refundable fee \$25.00 is due with the application for the jury process. You should also submit a separate check for \$175 (with a self-addressed stamped envelope) to contribute to expenses for advertising, website, and other related items. If your work is not accepted for this show, your \$175 check will be returned uncashed. Please make checks payable to: Lakeside Artists Studio Tour and mail to: Lakeside Artists, 116 Scottsdale Lane, Mooresville, NC 28117.

If you are entering in more than one category (such as painting and sculpture, or ceramics and jewelry), a separate \$25 entry fee will apply to each. . Total fees are \$200.00 for one category, \$225 for two, etc..

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Calendar:

September 1, 2019	- Application Deadline
September 2	- Notification of participants
September	- Artist assignment to location
September	- Distribution of postcards
October 10	- Set up during the day and preview at 6:00 pm
October 11	- Opening Day 10am – 6pm
October 12	- Second Day 10am – 6pm
October 13	- Closing Day 12 noon - 4pm

IMPORTANT - IMAGES: It is a requirement you submit high quality images. The jury process relies upon this to determine the quality of your work. Images will be used for the jury process, print and for web publication. **If you don't understand the specifications below, ask someone who knows digital photography or Photoshop to help you, or do it for you. NO EXCEPTIONS.**

NOTE the two different specifications below for PRINT and WEB:

PRINT SPECIFICATIONS

Number of Images	3 per category
Image Type	.JPG
DPI (Dots per Inch)	300
Longest side (Length or Width)	exactly 1175 pixels
File Name - Last Name, First Initial, Number	SmithL01.jpg SmithL02.jpg SmithL03.jpg

Use the SAME images as above and resize them for web publication by making the width 425px (it doesn't matter the length) Name the images same as above with the word web in front of it.

WEB SPECIFICATIONS

Number of Images	3 per category (same images as above)
Image Type	.JPG
DPI (Dots per Inch)	72
Width	425 pixels
Name Example	webSmithL01.jpg webSmithL02.jpg webSmithL03.jpg

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Email **all six images** to Info@LKNStudios.com, and mail \$25.00 + \$175 checks before September 1, 2019 to:

Mail to: Lakeside Artists, 116 Scottsdale Lane, Mooresville, NC 28117.

Although every effort will be made to include an image from every artist, based on design layout and number of participants there is no guarantee your image will appear on the postcard or brochure, however every artist will have a web page with their images and website included providing the images were submitted correctly in the above format.

The following is the front of a postcard from last year.



ARTISTS RULES:

All open studios and vacant homes must be located on the Brawley School Road Peninsula, South of Williamson Road. Guest artists will be accommodated in the open studio homes and vacant homes.

All artwork must be **original, unique** fine art, no class or workshop work. No less than 75% of all artwork displayed must be original. No more than 25% of your art can be prints, giclee's (on canvas or paper), or any type of printed reproduction (including those which have medium added to them), with the exclusion of note cards, prints in the artistic medium of printmaking and photographs of subject matter that is not of your original art.

Our goal is to promote a quality, fine art event; therefore, your work should be displayed as professionally as possible.

You have agreed your contact information - phone and email address will be shared with other artists at the same location so you can coordinate logistics etc.

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OTHER RESPONSIBILITIES: You will be asked to email your personal customer/collector list with a professional looking email provided by Lakeside Artist Studio Tour for the event - twice. A "Save this Date" about 4 weeks out and another one closer to the event which will serve as a reminder notice.

Coordination of refreshments and snacks will be done by the artists at each location with leadership from the host owner. If you are in an empty home, the artists assigned to the home can coordinate set up, refreshments (if permitted), etc. You must be present to set up Thursday evening. A preview for the participating artists will follow set up, and all of your items should be in place and priced by then. You must also be present 30 minutes prior to opening on Friday, Saturday and Sunday and stay the entire time. You will not be allowed to close before the published tour end times. Clean up will follow closing on Sunday evening unless you have made other arrangements with the host.

You may need to assist a host with preparation of their home, moving furniture, and setting things up to clear way for artwork to be brought in. You will also be required to assist in returning the venue back to the condition before the event. If you are in an empty home, the artists assigned to the home can coordinate set up, refreshments, etc.

You may be required to put out/take in signage for the house where you are located.

Failure to abide by any of the above rules will disqualify you from future Lakeside Artist Studio Tours.

If you have questions please send an email to info@lknstudios.com

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PRINT this AND the LIABILITY WAIVER, FILL OUT BOTH, SIGN & SEND WITH 2 CHECKS (\$25 + \$175) to: Lakeside Artists, 116 Scottsdale Lane, Mooresville NC 28117 .

Only one artist and one art form per application.

Artist Name: _____ Business Name: _____

(As you would like printed in materials)

Mailing Address: _____

City: _____ State: ____ Zip: _____

Phone: Home: _____ Business: _____ Cell: _____

Email: _____ Website: _____

Host Studio or Guest Artist? _____

Host Studios *must* be located in the Brawley School Road Peninsula

If Host - how many artists of different mediums can you accommodate? _____

Your Medium: _____ Usual price Range \$ _____ to \$ _____

Images Submitted: File Name Format: (Last Name, First Initial, Number, .JPG)

example: SmithL01.jpg Price of this item

PRINT 1 _____ \$ _____

2 _____ \$ _____

3 _____ \$ _____

File Name Format: (web, Last Name, First Initial, Number, .JPG)

example: webSmithL01.jpg

WEB 1 _____

2 _____

3 _____

Signature: _____

You signature indicates you have read the full prospectus and agree to the terms.

A non-refundable fee of \$25.00 for each art form as well as an additional \$175 participation fee is due with your Application, the \$175 will be returned if your work is not accepted.

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WAIVER AND RELEASE OF LIABILITY page 1 of 2

In consideration of the risk of injury while participating in Lakeside Artists Studio Tour 2019 (the "Activity"), and as consideration for the right to participate in the Activity, I hereby, for myself, my heirs, executors, administrators, assigns, or personal representatives, knowingly and voluntarily enter into this waiver and release of liability and hereby waive any and all rights, claims or causes of action of any kind whatsoever arising out of my participation in the Activity, and do hereby release and forever discharge Lakeside Artists , located at , Mooresville, North Carolina 28117, their affiliates, managers, members, agents, attorneys, staff, volunteers, heirs, representatives, predecessors, successors and assigns, for any physical or psychological injury, including but not limited to illness, paralysis, death, damages, economical or emotional loss, that I may suffer as a direct result of my participation in the aforementioned Activity, including traveling to and from an event related to this Activity.

I AM VOLUNTARILY PARTICIPATING IN THE AFOREMENTIONED ACTIVITY AND I AM PARTICIPATING IN THE ACTIVITY ENTIRELY AT MY OWN RISK. I AM AWARE OF THE RISKS ASSOCIATED WITH TRAVELING TO AND FROM AS WELL AS PARTICIPATING IN THIS ACTIVITY, WHICH MAY INCLUDE, BUT ARE NOT LIMITED TO, PHYSICAL OR PSYCHOLOGICAL INJURY, PAIN, SUFFERING, ILLNESS, DISFIGUREMENT, TEMPORARY OR PERMANENT DISABILITY (INCLUDING PARALYSIS), ECONOMIC OR EMOTIONAL LOSS, AND DEATH. I UNDERSTAND THAT THESE INJURIES OR OUTCOMES MAY ARISE FROM MY OWN OR OTHERS' NEGLIGENCE, CONDITIONS RELATED TO TRAVEL, OR THE CONDITION OF THE ACTIVITY LOCATION(S). NONETHELESS, I ASSUME ALL RELATED RISKS, BOTH KNOWN OR UNKNOWN TO ME, OF MY PARTICIPATION IN THIS ACTIVITY, INCLUDING TRAVEL TO, FROM AND DURING THIS ACTIVITY.

I agree to indemnify and hold harmless Lakeside Artists against any and all claims, suits or actions of any kind whatsoever for liability, damages, compensation or otherwise brought by me or anyone on my behalf, including attorney's fees and any related costs, if litigation arises pursuant to any claims made by me or by anyone else acting on my behalf. If Lakeside Artists incurs any of these types of expenses, I agree to reimburse Lakeside Artists .

I acknowledge that Lakeside Artists and their directors, officers, volunteers, representatives and agents are not responsible for errors, omissions, acts or failures to act of any party or entity conducting a specific event or activity on behalf of Lakeside Artists .

I ACKNOWLEDGE THAT I HAVE CAREFULLY READ THIS "WAIVER AND RELEASE" AND FULLY UNDERSTAND THAT IT IS A RELEASE OF LIABILITY. I EXPRESSLY AGREE TO RELEASE AND DISCHARGE Lakeside Artists AND ALL OF ITS AFFILIATES, MANAGERS, MEMBERS, AGENTS, ATTORNEYS, STAFF, VOLUNTEERS, HEIRS, REPRESENTATIVES, PREDECESSORS, SUCCESSORS AND ASSIGNS, FROM ANY AND ALL CLAIMS OR CAUSES OF ACTION AND I AGREE TO VOLUNTARILY GIVE UP OR WAIVE ANY RIGHT THAT I OTHERWISE HAVE TO BRING A LEGAL ACTION AGAINST Lakeside Artists FOR PERSONAL INJURY OR PROPERTY DAMAGE.

To the extent that statute or case law does not prohibit releases for negligence, this release is also for negligence on the part of Lakeside Artists , its agents, and employees.

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RELEASE OF LIABILITY page 2 of 2

In the event that I should require medical care or treatment, I agree to be financially responsible for any costs incurred as a result of such treatment. I am aware and understand that I should carry my own health insurance.

In the event that any damage to equipment or facilities occurs as a result of my or my family's willful actions, neglect or recklessness, I acknowledge and agree to be held liable for any and all costs associated with any actions of neglect or recklessness.

This Agreement was entered into at arm's-length, without duress or coercion, and is to be interpreted as an agreement between two parties of equal bargaining strength. Both the Participant, Artist NAME _____, and Lakeside Artists agree that this Agreement is clear and unambiguous as to its terms, and that no other evidence will be used or admitted to alter or explain the terms of this Agreement, but that it will be interpreted based on the language in accordance with the purposes for which it is entered into.

In the event that any provision contained within this Release of Liability shall be deemed to be severable or invalid, or if any term, condition, phrase or portion of this agreement shall be determined to be unlawful or otherwise unenforceable, the remainder of this agreement shall remain in full force and effect, so long as the clause severed does not affect the intent of the parties. If a court should find that any provision of this agreement to be invalid or unenforceable, but that by limiting said provision it would become valid and enforceable, then said provision shall be deemed to be written, construed and enforced as so limited.

In the event of an emergency, please contact the following person(s) in the order presented:

Emergency Contact: _____

Contact Relationship: _____

Contact Telephone: _____

I, the undersigned participant, affirm that I am of the age of 18 years or older, and that I am freely signing this agreement. I certify that I have read this agreement, that I fully understand its content and that this release cannot be modified orally. I am aware that this is a release of liability and a contract and that I am signing it of my own free will.

Participant's Name: _____

Participant's Address: _____

Signature: _____

Date: