



CALL FOR ARTISTS

FOR THE THIRD ANNUAL PEDERNAL ARTS TOUR

JUNE 19 & 20, 2010

Summer Starts With Us!

Join us for the third annual **Pedernal Arts Tour** to take place in the communities of Youngsville and Coyote, June 19 & 20, 2010. Northern New Mexico artists and artisans are invited to participate. There will be at least two centralized locations in each of the communities where canopies will be set up. Each artist will have a 10' x 10' space, and there will be at least 4 to 6 artists at each cluster site. A location can be set up in Cañones if there are at least 6 artists from there. Individual studios within 1/2 mile of Highway 96 between Arroyo de Agua

and Cañones with all-weather access can also be on the tour. Last year just over 300 people attended our second Pedernal Arts Tour and spent a reported \$12,000 in our community!

There will be **two mandatory planning meetings: January 31 and February 21** at 1:00 PM at Consuelo's Gallery in Coyote. To assure the success of the tour, each participant is required to have a job. Job lists will be available at the meetings and by e-mail request. **The tour will be open from 10 to 5 each day and artists are required to be present for the duration. Artists must setup on Friday afternoon before the tour, and are responsible for their own tent, set up, take down and clean up. NO SET-UP OR CLEAN-UP CREW WILL BE PROVIDED THIS YEAR.**

A four-color brochure/map will be produced using photos of each participant's work. Each participant will receive maps for personal distribution. A mass mailing will be done by the Cerro Pedernal Heritage Association (CPHA), the Tour's sponsor, and press packets will be sent out to a wide variety of media. Information about the Tour will also be sent to a number of on-line calendars and state-wide web sites. Pedernal Arts Tour print ads will be placed prior to our event.

For the map and web site, artists **must provide a photo of their work**. Digital is preferred but prints and slides will be accepted. Digital photos should be at least 300 ppi and no bigger than 5" x 7". Please include your picture on a CD with your application. Artists' images of the Pedernal will be considered for the cover of the map and other publicity purposes. If you have any questions about your images, call Katy or Rick at 575-638-0306.

COST: \$25 for CPHA members (\$10 for each additional participant in your booth)
 \$50 for non-members (\$20 for each additional participant in your booth)
If the additional participants want to have a photo in the brochure/map, the full fee is required

DEADLINE FOR APPLICATIONS IS FEBRUARY 26, 2010

For more information or additional applications call: Amie Martinez at 575-638-5012 (asanka@windstream.net) or Katy Blanchard at 575-638-0306 (katy@urbaneagle.com) or visit our web site: www.pedernalartstour.org

Name _____

Mailing Address _____

Phone _____ E-mail Address _____

Web site _____ Contact preference E-mail Phone

Tour location preference: Youngsville Coyote Cañones (at least 6 artists required to have a stop here. Please list other artists on back of application.)

No preference My studio - Physical location: _____
Every effort will be made to accommodate your preference.

Medium/description (70 characters or less) This is your listing information for the map.

Tour Job (required) _____

Please list the jobs that are of interest. If you don't have any, the jobs coordinator will contact you with options.

Amount Enclosed \$ _____

Make check payable to: Cerro Pedernal Heritage Association
Mail to: PO Box 144 • Youngsville, NM 87064
Attn: Treasurer