

VERGE CENTER FOR THE ARTS

# 2022 Sac Open Studios Artist Information Session





# Housekeeping

## Keep in Mind



You'll get the **slides**  
via email



Plus a **recording**  
of the webinar



Wait until the  
designated times to ask  
questions.

# Agenda

**March 16, 6:00pm - 7:30pm**

About Verge

About Sac Open Studios

Meet the Sac Open Studios Team

2022 Program Timeline

What's Included in Artist Participation

Artist Testimonials

Contact Info

Q&A Session

Sac Open Studios | 2022







# About

## Verge Center for the Arts

Founded in September 2008, Verge Center for the Arts is a non-profit arts organization focused on the promotion and support of contemporary art in the Sacramento region. We offer public programs, youth and adult education, events, and an artist-in-residence program. We're located at 625 S Street in the Southside neighborhood of Sacramento.

We acknowledge that Verge is on the traditional land of the Nisenan people, and the current state of California is the homeland of many tribes. We are honored to be here today and acknowledge our responsibility to these Native Nations and our commitment to work with them as we move forward as an inclusive institution.





# About

## Sac Open Studios

Presented annually by Verge Center for the Arts, Sac Open Studios features a free, self-guided studio tour which is open to any artist in Sacramento County or West Sacramento.

Participating artists open their art studios to the public during two weekends in September. During Sac Open Studios, the term art studio takes many forms. While plenty of the participating artists have traditional work spaces in studio facilities, many Sac Open Studios artists open their home studios or utilize other spaces to display their art during their assigned weekend.

Since the studio locations of participating artists span all Sacramento City Council districts and West Sacramento, it has been one of the most impactful ways in which we fulfill our mission to expand access to contemporary art throughout the region.



# THE SAC OPEN STUDIOS TEAM

Meet the Verge staff members who make this program a reality!



***Liv Moe***

Executive Director



***Justina Martino***

Public Engagement and  
Outreach Manager



***Estathea Lyons***

Outreach Associate



# 2022 Program Timeline

***May 18, 2022***

Regular Registration Deadline (After this deadline, the fee increases)

***May 25, 2022***

Late registration ends (This is the absolute last day to register for the 2022 program)

***August 5, 2022***

In-person Guide Release Happy Hour

***September 8, 2022***

In-person Sac Open Studios Kick-off Event at Verge  
Sac Open Studios Preview Exhibit Opens at Verge

***September 10-11, 2022***

Weekend 1 Artists open their spaces to the public Sat - Sun, 10am - 5pm

***September 18-19, 2022***

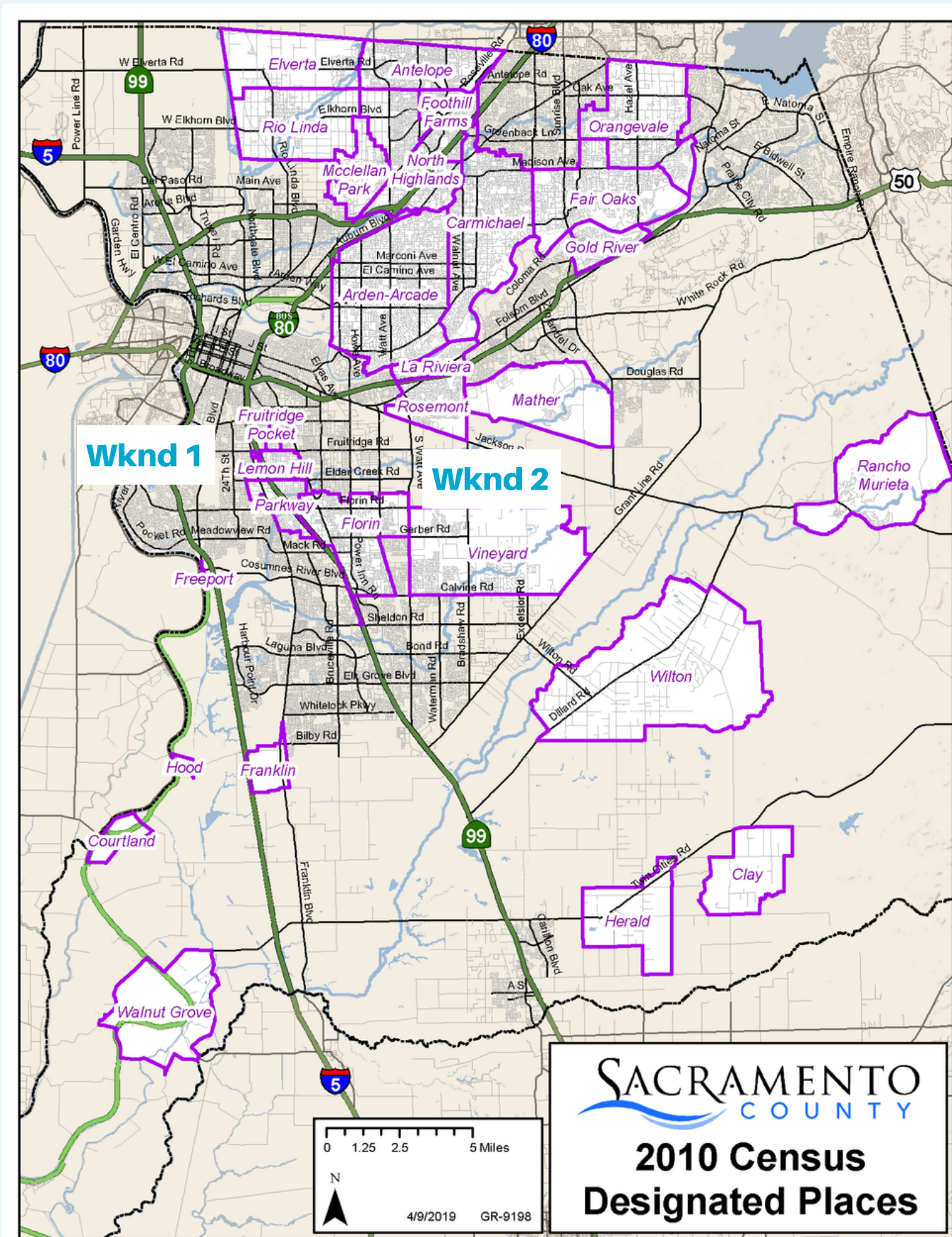
Weekend 2 Artists open their spaces to the public Sat - Sun, 10am - 5pm

***October 7, 2022***

Last day to view the Preview Exhibit at Verge



# Artist Eligibility and Registration



## How to Register

Visit [sacopenstudios.com](https://sacopenstudios.com) to find the registration form. You will submit your contact info, studio location info, an image of your artwork, and registration fee payment.

## Cost to Participate

\$99 Verge Members. (Become a member at [vergeart.com/support](https://vergeart.com/support)) \$150 Regular. \$175 during the late registration period. Scholarships are also available for artists experiencing financial need. Email [sacopenstudios@vergeart.com](mailto:sacopenstudios@vergeart.com) if you're interested in applying for a scholarship.

## Eligibility

All artists are eligible to participate as long as they have a place to be present with their artwork on the entirety of Weekend 1 or Weekend 2.

## Location

Weekend 1: Studios west of I-80/Hwy 99 including West Sacramento and Woodland

Weekend 2: Studios east of I-80/Hwy 99 plus all of Elk Grove and areas south of Elk Grove regardless of freeway side



# Sac Open Studios Participation Includes:



- Inclusion in the In-Person Tour
- Full Color Artist Listing in the 2022 Sac Open Studios guide
- Opportunity to list an Artist Demo in the Sac Open Studios Guide (**OPTIONAL**)
- Artist Profile in the Sac Open Studios Artist Directory on [vergeart.com](https://vergeart.com)
- Free enrollment and a recording of the How to Promote Your Open Studio Workshop (**OPTIONAL**)
- Inclusion in the 2022 Sac Open Studios Preview Exhibition at Verge Center for the Arts (**OPTIONAL**)
- Discounted advertising rates in the 2021 Sac Open Studios guide (**OPTIONAL**)



## What

Participating artists open their studios to the public during their assigned weekend. During Sac Open Studios, the term art studio takes many forms. Many Sac Open Studios artists open their home studios or utilize other spaces such as cafés, community centers, garages or backyards to display their art during their assigned weekend.

## Where

- Artists living in Sacramento County, West Sacramento, and Woodland are eligible to participate.
- Weekend 1 includes artists located west of I-80/Hwy 99 (West Sacramento, Woodland, North Sacramento, Downtown, Midtown, Land Park, Curtis Park, Pocket-Greenhaven, etc.)
- Weekend 2 includes artists located east of I-80/Hwy 99 plus all of Elk Grove and areas south of Elk Grove. (For example, Citrus Heights, Folsom, Fair Oaks, Carmichael, Rancho Cordova, Arden-Arcade, College Park, East Sacramento, Oak Park, Tahoe Park, South Sacramento, Elk Grove, Herald, Galt, Walnut Grove, Isleton, etc.)

## In-Person Tour





## When

- Weekend 1 Artists will open Saturday, September 10 and Sunday, September 11 from 10am-5pm.
- Weekend 2 Artists will open Saturday, September 17 and Sunday, September 18, from 10am-5pm.

## Why

- The in-person tour connects artists directly with the public
- People experience art in their own neighborhoods
- Artists grow their audience and make sales
- It's a celebration of the many talented artists in the Sacramento region

## How

- Every artist that registers is included in the in-person tour and is expected to open their space to the public during their assigned weekend.

## In-Person Tour





## What

- The Sac Open Studios guide is a comprehensive resource that attendees use before, during, and after the tour. The guide features information about each artist and their studio locations, artist demos, maps, advertisements, and more to help attendees get the most out of their experience.
- Every participating artist gets a listing in the guide which includes a full color artwork image, the artist's name, studio location, and contact information.

## Where

- 25,000 copies of the guide are distributed throughout Sacramento County and Yolo County at 500+ businesses and organizations. The guide is also stocked in public distribution boxes at high traffic spots throughout the region.
- A digital version of the guide is available on the Verge website
- Artists are listed by location. Facility names are also listed. Each artist location has a designated pin on the maps.

## Artist Listing in the Guide

### ERIN KACZKOWSKI

118D

Painting

Verge Center for the Arts  
625 S Street, #9  
Sacramento, CA 95811

enkaczkowski@gmail.com  
erinkaczkowskistudio.com



### ERWO

118E

Mixed Media

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### GIOIA FONDA

118F

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### IANNA FRISBY

118G

Ceramics

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iannanovafrisby.com



### JOANNE TEPPER SAFFREN

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Joanneteppersaffren.com



### LAURELIN GILMORE

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laurelingilmore.com



### MYRTLE PRESS

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Printmaking

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Sacramento, CA 95811

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### NATALIE HEAD

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Photography

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rosalitahead@gmail.com  
nataliehead.dunked.com

### RICH BAUMHOFFER

118L

Wood

Verge Center for the Arts  
625 S Street, #25  
Sacramento, CA 95811

rich@baumhoferhomes.com  
richbaumhofer.com



## When

The guide is released the first Friday of August, August 5, 2022

## Why

- Attendees use the guide to identify the artists they'd like to visit.
- While the in-person tour takes place in Sept, people refer to the Sac Open Studios guide all year long to learn about artists in our region

## How

- Everything needed for your guide listing is included in the registration form. Complete carefully and double check.
- Upload one image of your artwork to be featured with your studio listing in the official Sac Open Studios guide. Choose an image that best represents your current artwork. This image must show only your artwork. Crop as needed. The image must be a minimum of 2.5 inches on the longest side and 300 dpi. Horizontal images work best with the format of the guide.

# Artist Listing in the Guide

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richbaumhofer.com



## What

- An artist demonstrates a technique or process at scheduled times during their open studio weekend
- All submitted demos get listed on the Verge website
- A selection of demos will be included in the printed guide

## Where

- Demos will take place at the artist's location
- They will be listed on the Verge website and a selection will be included in the guide.

## When

Demos will take place during the in-person tour

## Why

- Demos give attendees a behind the scenes view into the artistic process
- Demos add another level of engagement to your open studio

## How

To list your demo on the Verge website, you will need to fill out an Artist Demo form which will be emailed to you shortly after registration closes.

# Artist Demo in the Guide





## What

- An online directory of every current Sac Open Studios participant.
- Each directory listing includes artwork images, contact information, website links, and an artist bio.

## Where

Online at the Sac Open Studios tab at [vergeart.com](http://vergeart.com) or go directly to the Sac Open Studios tab at [sacopenstudios.com](http://sacopenstudios.com)

## When

Artist profiles will be live by the end of August and will stay up for one year.

## Why

- Give artists the added visibility online, which is especially helpful for artists who do not have their own website
- Attendees can use it to dive deeper into artists they see in the guide or meet on the tour

## How

Artists will be emailed login information and will be provided with information about how to set up their profile after registration closes.

# Profile in the Artist Directory

## SAC OPEN STUDIOS

[Home](#)

[> Artist Directory](#)

[2021 Sac Open Studios Guide](#)

[Directory Map](#)

[Supporters](#)

[Artist FAQ](#)

[Account](#)

## DECONSTRUCTED ARTICHOKE PRESS

Printmaking



Seen/Unseen: carousel book where the artist explores having a stroke at 31 and her friend's reaction

### STUDIO

Broad Room

1409 Del Paso Boulevard

Sacramento, CA 95815

### WEEKEND ONE

[WEBSITE](#)

[EMAIL](#)



### ABOUT DECONSTRUCTED ARTICHOKE PRESS

Nikki Thompson is a book artist (aka Deconstructed Artichoke Press), poet, and happily failed architect. She fled Southern California for UC Berkeley, where she earned a degree in architecture and remained in the Bay Area to earn her MFA in creative writing and book arts from California College of the Arts in 2002. In addition to almost winning prizes for her poetry (a runner-up for the Earl Weaver Baseball Writing Prize and a nominee for a Pushcart Prize), her art explores architecture, feminism, and the politics of work through the mixed media of bookmaking, printmaking, and collage. Her work has been awarded First Prize at Gallerie Renee Marie and a Purchase Prize at 23 Sandy Gallery. She has also received the College Book Arts Association Project Assistance Grant. She currently resides in Sacramento, California, with her husband and daughter.



## *What*

Free workshop: Artists learn effective ways to promote their art and their participation in Sac Open Studios. In this workshop, artists will learn techniques to help them grow their audience, engage their current supporters, build their newsletter list, increase sales, develop relationships with collectors and gallerists, and level up their virtual presence.

## *Where*

On Zoom

## *When*

June TBD

## *Why*

While Verge does its own Sac Open Studios promo, the artists that have the most success also promote their own participation in Sac Open Studios. This workshop gives artists the tools needed to effectively promote their art and their open studio.

## *How*

Artists will be emailed a link to register after registration closes.

# How to Promote Your Open Studio Workshop





## *What*

On view at Verge Center for the Arts, the Sac Open Studios Preview Exhibition features artwork from participating Sac Open Studios artists.

## *Where*

Verge Center for the Arts

## *When*

September 8 - October 7, 2022

## *Why*

- Participating artists get the opportunity to have their art displayed professionally at Verge.
- Visitors have the chance to see the art in person before planning their self guided tour.

## *How*

Artists will be provided with artwork guidelines and a contract to complete. Artists will schedule a time to drop off their artwork in August.

# **Inclusion in the Preview Exhibit at Verge**





What

Artists get 50% off of advertising rates in the Sac Open Studios Guide

Where

In the Sac Open Studios Guide

When

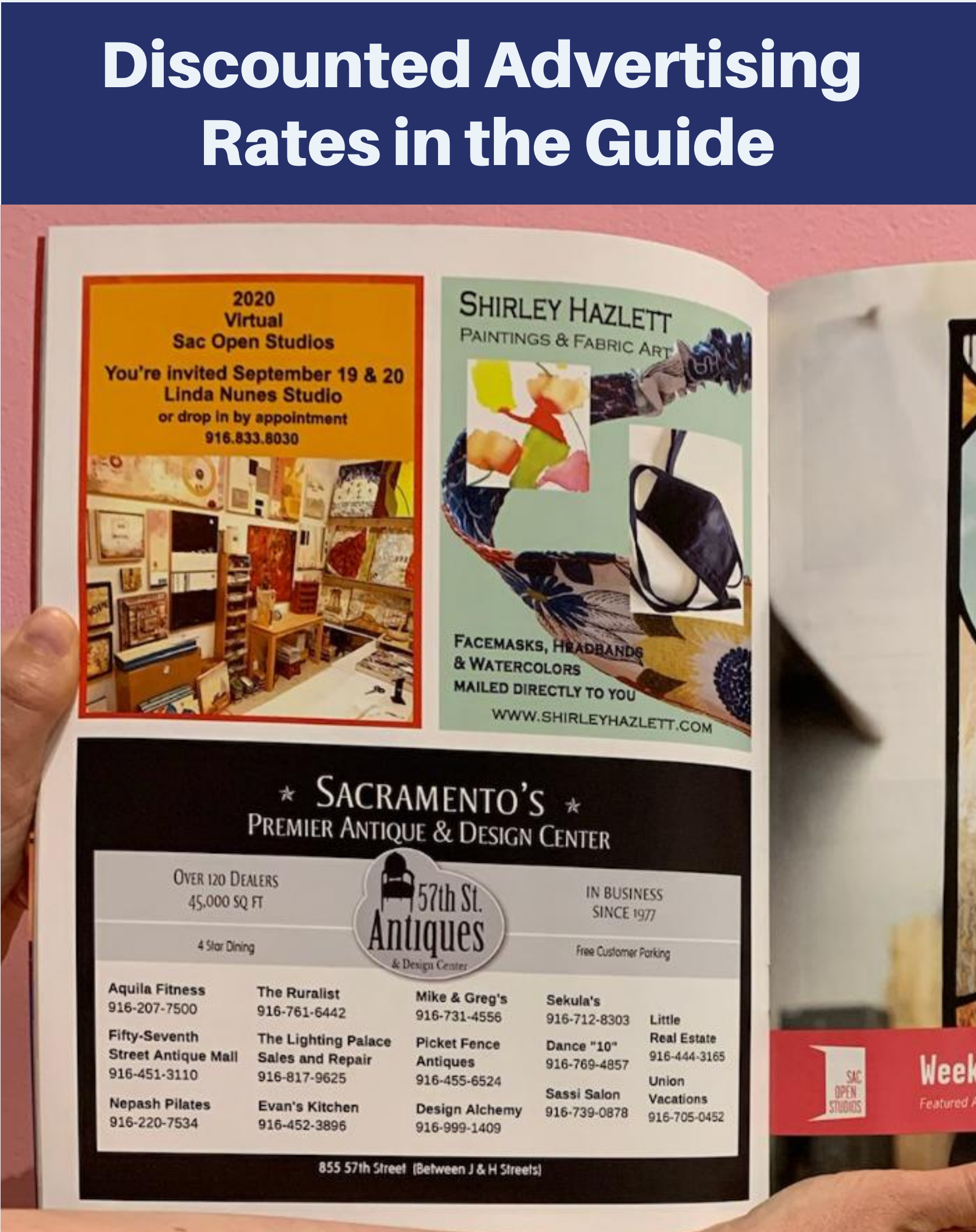
The deadline to purchase and submit ad artwork is June 15, 2022

Why

Since there are hundreds of artists who participate, it's an effective way to enhance your presence and bring extra attention to your artwork in the guide.

How

The artist ad kits will be emailed to artists after they register. If you'd like to purchase an ad but haven't received the kit, email [ads@vergeart.com](mailto:ads@vergeart.com) for assistance.





# Artist Testimonials



**Diego Martinez-Campos,  
Participating Artist**

The Sac Open Studios tour allowed me to share my art with our local community. It also served as a networking opportunity through which I met many new artists, art collectors, and curators.

I believe Sac Open Studios benefits Sacramento artists by providing a unique and vibrant event that promotes, activates, and supports a wide range of art-making disciplines. I strongly believe Sac Open Studios serves as an accessible and energizing gathering, not only for emerging and established artists, but also for our community. Art brings people together, and Sac Open Studios is continuously serving as a communal delight that propels the creative economy and the presence of the arts in the city of Sacramento.



**Uli Smith,  
Participating Artist**

This was my first Sac Open Studios and I truly believe it helped me grow as a professional artist. It helped me build awareness for my work, connect with new people and build relationships, and pushed me to start collecting emails for a mailing list, which was something I kept putting off! It also allowed me to get more comfortable talking about my process, prices and myself. The networking opportunities that came with the program is also something that I really appreciated. Being able to connect with other artists, clients, and the staff at Verge, has been very beneficial. The exposure that was provided was incredibly impactful and I have even received a large commission from someone who saw my art in the SOS guide.



*Verge Center for the Arts*

625 S St, Sacramento, CA 95811

*Email*

sacopenstudios@vergeart.com

*Website*

vergeart.com

*Social Media*

@vergeart

*Facebook Group*

facebook.com/groups/sacopenstudios



**Learn more  
and register for  
Sac Open Studios at  
sacopenstudios.com**



# Questions?

**Turn on your mic to ask a question  
or type it in the chat.**

## *Please Note*

Anything we don't have time to discuss during the Q&A, we will make sure to address after the webinar in the artist newsletter.







# Thank You

*We hope to visit your studio this year!*