



Hidden In The Hills Studio Tour

**APPLICATION
DEADLINE
May 6, 2014**

2014 HITH REGISTRATION FORM GUIDE

GENERAL INFORMATION:

The Sonoran Arts League is proud to offer members the opportunity and privilege to showcase their art, demonstrate how it is created, educate thousands of visitors and sell their works during the 2014 Hidden In The Hills.

- **2014 HITH Dates– November 21, 22, 22 and November 28, 29, 30, from 10:00am to 5:00pm**

Entry fee = \$450.00 per participant. \$25.00 of this Entry Fee will be allocated to Youth Art Scholarship. Partners doing separate work are required to complete two registrations and pay two fees. Partners doing collaborative work may pay one fee and will receive one listing in the HITH Artist Directory and website. **No refunds after June 23, 2014**

- **Benefits of Participation:**

- Complete contact information and photo in HITH Artist Directory
- Your name and primary medium listed in map brochure
- Up to 10 images on your profile page on the new Sonoran Arts League web site, www.sonoranartsleague.org.
- Complete contact information with live email and website links. Website remains live approximately 10 months per year.
- Professional marketing and/or a public relations firm working on valley-wide advertising

- **Eligibility for participation - All HITH 2014 participants must:**

- Any Sonoran Arts League member in good standing is eligible to apply to participate in this event.
- Show only his/her/their own artwork.
- HITH 2014 participants must complete 8 hours of volunteer service for the Sonoran Arts League between December 4, 2013 and December 3, 2014.
- All participants may purchase volunteer hours at \$25 per hour payable to the Sonoran Arts League.

- **It is the responsibility of the artist to find a Host Studio.** This year's Host/Guest Match-Up Meeting is on Saturday, February 22nd. If you are a guest artist looking for a host you should be actively seeking a Host Studio. You may wish to send out a notice using the Message Board that you are seeking a Host Studio. If you are still looking and attend the **Match-Up Meeting February 22, 2014, at Desert Foothills Lutheran Church from 2:00 to 4:00 PM**, you should bring

representative samples of your work and portfolio. Attendance at this event is not a guarantee that you will be matched up.

- **Participating artists must be demonstrating their art during the Tour if at all possible.** If not possible, display a photo portfolio or album of your studio (if not host) with pictures of yourself in the process of creating art.
- **Current year licenses, both state and applicable local, are required for participation in HITH.**

GUIDE FOR COMPLETING THE ON-LINE REGISTRATION:

- The **HOST STUDIO** on-line registration will be available **from March 11th through March 18th (Steps 1 and 2 must be completed and saved during that time period, Hosts may complete the remaining Steps any time prior to May 6th). HOST STUDIO payment in full must be received (either online or at the League Office) no later than 4:00 P.M., March 18th, to hold your place as one of 45 HOST STUDIO participants.**
- The **GUEST ARTIST** on-line registration will be available **from March 19th through May 6th.**
- All participants can complete the registration in one sitting or in multiple sittings.
- All participants can go back in and make changes or add information at any time up through the deadline of May 6th.
- There are 4 steps to the registration.

Step 1: Log In

Log In. Access using the URL address: www.sonoranartsleague.org

- a. Go to the Sonoran Arts leaguer website.
- b. Click on "MEMBER LOG IN", on the top right of the home page and enter your user username and password.

Step 2: Event Registration

- a. Once you are logged in scroll down to the "Members Area Features", Here you will see "Event Registration".
- b. Select "Event Registration" where you will see the "HITH Registration 2014", select click here to register for this event.
- c. The next screen will show your current contact information. Check to verify that your information is correct. Note that any boxes with an * must be filled in.
- d. Next click on Continue and select the appropriate Package, either HITH HOST STUDIO Registration or HITH GUEST ARTIST Registration. Follow the on screen instructions.
- e. Payment will be the last step to hold your place as a Host Studio.

Step 3: Directory Listing – Individual Artist Directory Listings

- a. **Log In** – Log in to the Sonoran Arts League Web Site. After logged in you will be at the "Members Area". On the right hand side, Under "Other Info", select "Upload HITH Directory Image", and fill in the information for your Directory Image. Select the browse button and select your image for upload. Note: Since this is a large file it may take a few minutes for your upload to complete.

- b. **Directory Image Guidelines:** – Remember....the only thing appearing in the image should be a single piece of your work in your primary medium. Photograph 3D work against a solid background or other appropriate setting. The work depicted must be representative of the work that visitors will see in your studio or at the show.
 - **Resolution: 300 dpi**
 - **Size: 4" x 6" (this is the size of the file for uploading, not the actual dimensions of your art work)**
 - **Color: RGB or CMYK**
 - **File Format: JPEG or TIFF**
 - **All fonts (if any) need to be embedded or outlined.**
 - **Tips for taking digital pictures:** *If you are using your own digital camera, place the setting on the highest (or finest) JPG setting or on a TIFF file setting. This will result in a large file, but that is what you want for your directory picture settings. Take a picture of your work outside in the shade on a bright, cloudy day for best results. Read the directions in your manual about the "white balance" setting for better color results.*

- **Checking Your Directory Image** – Once your upload is completed you can view your image by clicking on your blue highlighted name of the image you uploaded (example, [Farbman.Morrie.tif](#)), to see your image. Note: You can change your directory image any time prior to May 6, 2014.

STEP 4 - HITH Website Images

NOTE:

- a. **You are limited to a total of 10 images**
- b. If you work in three mediums you may wish to upload an image of an artwork for each medium.
- c. Remember....the only thing appearing in the image should be a single piece of your work. Photograph 3D work against a solid background or other appropriate setting. The work depicted must be representative of the work that visitors will see in your studio or at the show.
 - **Resolution: 72 dpi**
 - **Size: Longest side 6" (this is the size of the file for uploading, not the actual dimensions of your art work)**
 - **Color: RGB**
 - **File Format: JPEG**
 - **All fonts (if any) need to be embedded or outlined.**
- d. **Tips for taking digital pictures:** *If you are using your own digital camera, place the setting on the highest (or finest) JPG setting or on a TIFF file setting. This will result in a large file, but that is what you want for your directory picture settings. Take a picture of your work outside in the shade on a bright, cloudy day for best results. Read the directions in your manual about the "white balance" setting for better color results.*

Follow the steps below for each of the ten images you wish to represent your artwork on the HITH website which is live approximately 10 months per year:

- a. **Log In** – Log in to the Sonoran Arts League Web Site. After logged in you will be at the "Members Area". Under "Member Information", select "Manage Members Photo Gallery", and fill in the information for your Web Site Images. Select the browse button and select your first image for upload.
- b. You may upload up to 10 total web images. Continue uploading additional images one at a time by Clicking on "Add New Photo At The Top". Fill in the title of the image and then select "Browse" to locate the image file on your hard drive, jump (thumb) drive or CD. Select and click on the artwork image file. The images will then appear in your personal member photo gallery.

Additional Required Information

NOTE:

- e. Every participating artist must have a Transaction Privilege (sales) and Use Tax License for the state of Arizona. Information and forms can be found at www.azdor.gov
- f. **Artists showing at studios located in Scottsdale** must apply for either a temporary or permanent Scottsdale Transaction Privilege (Sales) & Use Tax License at: City of Scottsdale, 9379 E San Salvador Dr, Suite 100, Scottsdale, AZ *or* City of Scottsdale, 7447 E Indian School Rd, Suite 110, Scottsdale, AZ. Phone: 480-312-2400 Online: <http://www.scottsdaleaz.gov/assets/documents/licensing/STXLicApp.pdf>
A 30 day short-term business license can be purchased, at a cost of \$25 from the City of Scottsdale at any time during the year that covers the HITH Tour timeframe.

- **Artists showing at studios in Cave Creek** must apply for a Business License at: Town of Cave Creek, 37622 N Cave Creek Rd, Cave Creek, AZ 85331 Phone 480-488-1400, or Online: <http://www.cavecreek.org> Click on Doing Business, then Business License. Cave Creek does not offer a short-term business license that covers the HITH Tour timeframe. You must purchase a full year license at a cost of \$50.
- **Artists Located in CAVE CREEK UNINCORPORATED (no Cave Creek license required)**

1. **Arizona State Transaction Privilege License number** – Enter your Arizona TPT number. **This number is required by all participating artists.**
2. **Scottsdale Transaction Privilege license number** - *If your host studio is located in Scottsdale you are required to enter the TPT license number.* The League is required to submit the names and license numbers of artists in Scottsdale host studios to the City of Scottsdale.
3. **Cave Creek Business License number** - *If your host studio is located in Cave Creek you are required to enter the business license number.*

4. **Host Studio is located in Carefree or unincorporated Cave Creek**
- *If your host studio is in Carefree or an unincorporated area.*

5. **Participation Agreement** – The Participation Agreement can be downloaded from the Home Page of this website or clicking on the link provided in this item, and it is also presented below. To participate in HITH you are required to read the agreement and indicate your agreement by clicking the box in front of “Agree”. This constitutes the same contract as the signed entry form in the past.



Hidden In The Hills
Studio Tour

2014 Participation Agreement

I hereby agree to the following terms and conditions. I understand that if I fail to comply with the Hidden in the Hills guidelines and conditions listed below, I will not be eligible to participate in following year HITH Studio Tour event.

1. I agree to perform/provide at least eight (8) hours of volunteer service for the Sonoran Arts League between December 4, 2013 and December 3, 2014 or purchase hours at \$25 per hour.
2. I will have a minimum of **ten complete pieces** of recent, original, one-of-a-kind work prominently displayed and for sale during Hidden in the Hills.
3. I will clearly label all reproductions.
4. If I am a **host artist**, I agree to open my studio from 10:00 AM to 5:00 PM on both weekends, all six days, and be present during those hours.
5. If I am a **host artist**, my studio is an actual working studio and I will show my visitors my actual workspace, materials, tools, works-in-progress, and demonstrate my process of making art.
6. If I am a **host artist**, I agree to provide adequate space for my guest artist(s) to display their work and adequate space for visitors to park safely.
7. If I am a **host artist**, I understand that if I choose to host other artist(s) he/she/they must be qualified Hidden in the Hills participants.
8. I understand if I am a **host studio**, I will receive one (1) sandwich board and four (4) metal signs. I am responsible for the return or cost of replacement of these signs at the end of HITH.
9. If I am a guest artist, I agree to be present at my host studio from 10:00 am to 5:00 pm on both weekends, all six days.

10. If I am a guest artist, I agree to show my visitors my materials, tools, works-in-progress, and whenever possible, to demonstrate my process of making art. At the very least, I agree to display a photo portfolio or album of my studio with pictures of myself in the process of creating art.
11. If I am a guest artist, I agree that my host artist will not be responsible for any loss of or damage to my art due to theft, damage or other causes.
12. I have obtained the appropriate licenses.
13. I agree that the Sonoran Arts League will not be held responsible for any loss of or damage to my art for any reason.
14. If I choose not to attend or have a representative attend to act on my behalf the 2014 HITH IMPORTANT MEETING to proof the 2014 HITH Artist Directory scheduled for September 13, 2014, I choose to accept my image and information as it appears.
15. I agree to hold harmless the Sonoran Arts League, its officers and employees, from any action or failure to act on the part of any HITH artist (host or guest) that might cause injuries, death, property damage or other harm which may arise during the Hidden In The Hills Studio Tour.
16. I agree to present only the art which I create as outlined in my registration understand that it is unacceptable to use any HITH venue to sell anything other than my artwork and some reproductions (prints) of this art. This means I will not sell plants, cars, stickers, manufactured goods or anything other than my art.
17. I will use the signage provided by the Sonoran Arts League with no modifications or additions.
18. I agree that I will be a member in good standing, membership dues paid, prior to the Tour.

Payment

NOTE:

1. Your application will **not** be accepted until payment has been made.
2. Payment may be by credit card on-line by clicking on "Payment Method" and selecting Credit Card Online.
3. Payment may be made by Check or Money Order by clicking on "Payment Method" and selecting Pay by Check/Money Order.
4. **HOST STUDIO payment in full must be received (either online or at the League Office) no later than 4:00 P.M., March 18, 2014**
5. ALL payments must be made by May 6, 2014 or the application will be dropped from the system.

NOTE: \$25.00 of the registration fee will be directed toward Youth Art Education.

NOTE: Any changes requested to the information you entered on this registration after the May 6, 2014 DEADLINE will incur charges of \$50 per change. Please carefully proof your information.

Questions??? Call the League office at 480-575-6624.