



Hidden In The Hills Artist Studio Tour

Hidden in the Hills 2021 Artist Information Guide

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 2021 Hidden in the Hills Artist Studio Tour.

The mission of the Hidden in the Hills Artist Studio Tour is to provide an opportunity for the public to visit the workspaces of dedicated artists in the Sonoran Foothills, to learn about the artists' methodologies and processes and to purchase directly from these artists in a friendly, engaging atmosphere that showcases quality art.

GENERAL INFORMATION

2021 Event Dates:	November 19, 20, 21 and November 26, 27, 28 - 10:00am to 5:00pm.
Participation Fee:	\$500.00 per participant + 8 volunteer hours (payable at a rate of \$25/hr)
Host Studio Registration Deadline:	March 19, 2021
Guest Artist Registration Deadline:	April 30, 2021

ARTIST ELIGIBILITY

2021 Hidden in the Hills participants (guest artists and host studios) must be a Sonoran Arts League member in good standing as of December 31, 2020. Any outstanding balances must be paid prior to registration.

BENEFITS OF PARTICIPATION

- Hidden in the Hills Artist Studio Tour is the oldest and largest Open Studio Tour in the Southwest and will be celebrating its 25th anniversary in 2021.
- Exposure to the art-loving and art-buying community, 70% of whom attend Hidden in the Hills every year.
- Artist listing in the Studio Map, 45,000 copies published and distributed.
- Listing and advertising opportunity (at a reduced rate) in the Artist Directory.
- Opportunity to submit for the Hidden in the Hills Studio Map and Artist Directory cover artwork.
- Web / social media presence on Sonoran Arts League channels.
- Extensive public relations opportunities featuring participating artists.
- Studio Maps and Artist Directory allotment for each participating artist.
- Directional signage to help guide visitors to host studios.
- Promotional asset toolkit with logos, photos, and suggested post language.

PARTICIPATION FEE

- A participation fee of \$500 to be paid to the Sonoran Arts League upon registration.
- Hidden in the Hills participants must complete 8 hours of volunteer service for the Sonoran Arts League, between January 1 and December 31, 2021. If the participant is unable or unwilling to complete their volunteer time, the hours may be paid for at a rate of \$25 per hour to the Sonoran Arts League.
- Partners doing collaborative work may pay one fee and will receive one listing in the Hidden in the Hills artist directory and website.
- To accommodate for the uncertainty of the ongoing COVID-19 pandemic participants may opt out of Hidden in the Hills 2021 and receive a refund of registration fees less a \$50 administrative fee through July 23, 2021. No refunds of participation fees will be issued after that date.

GUEST ARTIST / HOST STUDIO MATCHING

- It is the responsibility of the guest artist to find a Host Studio.
- A Host Studio / Guest Artist Match Up Day will be held (in person) on April 3, 2021 to help facilitate connection between artists and host studios.
- Guest artists are required to be matched with a host studio prior to completing registration.

PERMITS & LICENSES

- Applicable state and local licenses are required for Hidden in the Hills participation. All participating artists must provide copies to the Sonoran Arts League prior to the event date and display them during the event dates at your physical location.

HIDDEN IN THE HILLS COMMITTEE CONTACT INFORMATION

- Co-Chair - Jane Boggs
jjboggs2012@gmail.com or (480) 283-7801
 - Co-Chair - Joanie Wolter
joanie.wolter@gmail.com or (562) 225-2552
 - Secretary/Newsletter - Lynda Abare
lynda@abare.net or (480) 221-2234
 - Marketing - Carole Perry
carole@laughingglass.com or (480) 239-2463
 - Signage/Permits - Dick Mueller
dick@coyotecrossingstudio.com or (480) 595-1106
 - Studio 1 Youth Art - Robin Ray
robinnst49@gmail.com or (480) 567-4197
 - Directory Advertising - Gail Haire
gailann06@gmail.com or (703) 966-7334
 - Archives - Judy Darbyshire - 480-488-9286
-