



ARROYO ARTS COLLECTIVE
Creativity, Innovation and Culture in Northeast Los Angeles

June 17, 2011

Dear Artist Friend:

You are invited to participate in the *19th Annual Arroyo Arts Discovery Tour*, taking place on Sunday, November 20, 2011.

This one day, once-a-year opportunity brings art collectors, curators, journalists, art lovers and the curious on a self-guided tour of the homes and studios of artists and craftspeople living and working in Highland Park, Mount Washington, Cypress Park, Eagle Rock and Montecito Heights. Artists have called this corner of Los Angeles home since the 19th century, and our community's broad and eclectic cultural mix is evident in our annual event.

Your membership fee of \$25 per year for individuals, \$35 for households, and \$100 for a Friend of the Arroyo Arts Collective (AAC) includes participation in the Tour. A donation of 10% of all sales the day of the Tour helps keep the collective vital; and Tour proceeds provide financial assistance to the Arroyo Seco Academy at Franklin High School. As an AAC member, you'll also get a wealth of emailed information about opportunities for artists, grant availability, job postings and a connection to the artists and the very active local art scene throughout the year.

If this is your first Tour, here's what to expect:

- AAC assistance in preparing your application files and materials
- Regular e-mail blasts with tips, suggestions and news about the tour and AAC
- All participants can submit 1 small piece to the Preview Exhibition at Future Studio
- Shuttle buses for Tour attendees (although not every studio will be on a bus route)
- Opportunities to participate in AAC events where you can meet and network with other artists
- Assistance in finding exhibit space for the Tour (spaces are limited)
- Publicity and promotion of the Tour by the AAC's Tour committee
- Professional designed display of all Tour artists at Lummis Home
- A photo and brief description of your work in the Tour program and on the AAC website

New for this year:

- August 1 deadline to be included in all Tour printed materials
- Digital submission of application, image and program description
- Studio visits with professional photographer for posting on the AAC website beginning June 24
- Revised Shuttle routes



Help make this the most successful AAC Tour ever!

- Share your exhibit space with other artists - multiple artists generate more interest from tourists
- Recruit neighbors to exhibit – creating a destination on the map
- Come to the mailing party, preview exhibition and opening reception for the preview
- “Like” the Arroyo Arts Collective Facebook page and post your shows
- Buy a tour program ad – Two sizes: \$50 for 2”H X 3.5” W and \$100 for 3.5” X 3.5”
- Promote the Tour
 - Add it to your Facebook Page, website and email signature
 - Send out emails to your customers and collectors – we’ll provide a PDF
 - Talk it up! Word of mouth generates interest and excitement
 - Mail the postcards (we’ll provide you with postcards)
- Submit your applications and materials on time
- Have a sign-in sheet, guest book or collect business cards to follow up with tourists

Application and Supplemental Materials Requirements (DUE AUG. 1)

- 1. Complete the enclosed application.** Please print or type. Legibility is critical as this information will be included in the tour’s printed materials.
- 2. One jpg image:** 4” X 4”, 300dpi
- 3. Description of your work:** 25 words or less – to be included in the tour program
- 4. Membership fee**

Email your application, image and description to: arroyoartscollective@gmail.com

Mail your membership fee along with a copy of your application to:

Arroyo Arts Collective, P.O. Box 20835, Highland Park, CA 90050

The AAC encourages returning artists to arrange for their own location placement. As we did last year, once the applications are in, we will electronically make available a list of studio spaces to share for artists who need exhibit space.

All materials must be received by August 1, 2011 to be included in the printed Tour materials. Late applications will be considered on a case-by-case basis.

We look forward to your participation in the Arroyo Arts Collective 19th Annual Discovery Tour and thank all our supporters and volunteers who make this Tour possible.

Deadlines and details are on the next page.



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IMPORTANT DATES – MARK YOUR CALENDAR

Application Due: August 1, or sooner

Program ads: September 15

Mailing party: October 27, 7:00 PM
Ebell Club, 131 S. Avenue 57, Highland Park

Art drop-off for
Preview Exhibition: November 5, Noon to 4 PM
Future Studio, 5558 N. Figueroa, Highland Park

Preview Reception: November 12, 7 PM to 10 PM
Future Studio, 5558 N. Figueroa, Highland Park

TOUR: SUN. NOV. 20, 10 AM – 5 PM

Art Pick-up Dec. 3, Noon to 4 PM
Future Studio, 5558 N. Figueroa, Highland Park

CONTACT INFORMATION

Arroyo Arts Collective arroyoartscollective@gmail.com
323-850-8566 (messages only, retrieved weekly)

Mail payment to: P.O. 50835, Los Angeles, CA 90050-0835

Tour Coordinator: Edith Abeyta 213-999-1958
arroyoartscollective@gmail.com
Tour questions, information, etc.