

June 15, 2008

Dear Past CWOS Artists,

I am writing today to invite you to register for the 2008 City-Wide Open Studios program. Enclosed with this letter, you'll find a "Call to Artists" card and you can visit the Open Studios website for more information. But, as an artist who has participated in the past, I'd personally like to make you aware of some significant developments in the organization of the program.

These adaptations were made based on the results of a significant evaluation undertaking following the 2007 City-Wide Open Studios. The evaluation practice included individual interviews with artists, an online survey, four focus groups of mixed Open Studio artists, and interviews with community stakeholders. The key goals identified through this process directed the revised program format and include:

- Draw new people to the City of New Haven
- Broaden the market for buying art through City-Wide Open Studios
- Provide an annual benchmark for artists to make new work
- Build interest to visit studios located in neighborhoods
- Grow and refine the artist-in-residence program of cutting edge projects
- "Raise the bar" on the quality of work shown by introducing more critical or juried components
- Build stronger community ties with businesses and New Haven

The 2008 City-Wide Open Studio is comprised of the following:

- One big, festival weekend as a destination for visitors from New York to Boston and beyond
- Five community-based exhibition sites featuring over 60 artists-in-residence and drawing new audiences to the host neighborhoods where local studios are clustered
- Hundreds of local studios open to the public
- Partnerships with loads of neighborhood businesses and civic organizations to present temporary exhibitions of artwork
- Ongoing bus, bike, walking and pedi-cab tours between the five neighborhoods
- A large-scale, full-length exhibition at Artspace featuring over 100 exemplary artists working in Connecticut
- Three unique formats listing and profiling participating artists: online directory, a 400-page, full-color printed Artist Directory, and the Map and Guide printed in the Advocate
- Fun programs for neighborhood community-members
- School partnerships that will bring together Open Studios artists with the public school classroom curricula

We are thrilled to present this new Open Studios structure, and look forward to working with you to make this year's event better than ever. The entire Artspace staff are on hand to answer any questions or help direct your registration process.

Please note that I have also enclosed a brochure on the exhibition opportunities we offer throughout the year at Artspace. We have structured our exhibition program and galleries to offer more opportunities to more artists each year. The next deadline is July 1, 2008, so if you have not yet sent in a proposal, please consider doing so.

Sincerely yours,

Leslie Shaffer
Executive Director, Artspace