

ADVERTISE WITH CITY-WIDE OPEN STUDIOS!

City-Wide Open Studios (CWOS) offers an unparalleled opportunity to highlight your commitment to the arts and to community development. Link your name to CWOS and become part of New Haven's biggest celebration of visual arts.

By supporting CWOS, you support a truly community-based event that generates positive attention for New Haven's cultural richness, its neighborhoods, businesses, and its architecture and real estate. Become part of an event that brings thousands of visitors to New Haven from the metropolitan Boston and New York areas.

ADVERTISING OPPORTUNITIES:

1. The **Official CWOS Map & Guide** printed by the New Haven Advocate will be distributed the week before the festival in the October 1, 2008 issue, as well as available around New Haven at CWOS festival sites. The guide will feature maps of each neighborhood identifying artist studio locations, an alphabetical listing of artists, and a Visitor Guide for festival patrons, including a dining guide and advertisements by local businesses. Advertising in the Official Map & Guide is an amazing opportunity to attract festival visitors to your business.

2. New this year is the addition of the **City-Wide Open Studios 2008-2009 Artist Directory** with a press run of 2,500 copies. This full-color 400 page book features a profile and image for each CWOS participating artist and will be on sale year-round at local businesses and our downtown gallery. The Artist Directory serves as a year-round guide to the artists in our area, as well as your business.

3. Host an Artist: A way to involve your business is to consider hosting an artist or artists in your space. Artists will be seeking temporary space to show their work for the weekend of October 3-5. By hosting an artist, your business will be listed as the artist's studio location in the Official Map & Guide and the online directory, and a tour stop on one of the CWOS walking, bike and bus tours. If you are interested in hosting an artist, we will post your business and the number of artists you can host on our online forum for artists seeking space. Interested artists will contact you and you decide how to select the artist to host: first come/first serve, available space/size of work, etc.

YES!

MY BUSINESS WOULD
LIKE TO BE INVOLVED IN THE 2008
CITY-WIDE OPEN STUDIOS

ARTSPACE PRESENTS
ELEVENTH ANNUAL
**CITY-WIDE
OPEN STUDIOS**
GREATER NEW HAVEN
OCTOBER 2-5, 2008

- I would like to host an artist or artists in my business.
Artspace will list my business on the forum for artists seeking temporary space.
My business can host ____ artists. *(check all that apply below)*
- My business can be open to the public Friday October 3 from 4-8pm, and Saturday & Sunday Oct 4 & 5 from 12-8pm.
- My business would like to host artist(s) but can only be open _____.
- My business has a storefront space where we can place an artist's work.
- I can put up a CWOS poster and postcards in my business.
- I can make my parking lot available to CWOS visitors October 3-5.
- I would like to offer a coupon to be redeemed at my business for CWOS visitors who bring in the Artist Directory.
- I would like to place an ad in the: *(check all that apply)*
- CWOS Official Map & Guide printed by the Advocate
- 2008-2009 CWOS Artist Directory

ARTIST DIRECTORY ADS

- Full Page • \$1000
- ½ Page • \$500
- ¼ Page • \$250

OFFICIAL MAP & GUIDE ADS

- Full Page • \$1000
- ½ Page • \$500
- ¼ Page • \$250
- Dining Guide Listing • \$100

PACKAGE DEALS

- Full Page in both • \$1500 *(save \$500)*
- ½ Page in both • \$750 *(save \$250)*
- ¼ Page in both • \$375 *(save \$125)*

AD SIZES • Artist Directory (in CMYK)

Full Page • 5.5"H x 7.5"W
½ Page • 5.5"H X 3.75"W
¼ Page • 2.75"H X 3.75"W

AD SIZES • OFFICIAL MAP & GUIDE (in B&W)

Full Page • 10.5"H x 10"W
½ Page • 5.25"H X 10"W
¼ Page • 5.25"H X 5"W

BUSINESS NAME: _____

CONTACT NAME: _____

EMAIL: _____ WEBSITE: _____

PHONE: _____ FAX: _____

ADDRESS: _____

DEADLINES: Please mail this form to or email Jemma Williams (jemma@artspacenh.org) by Monday August 18 to secure your space in our publications. All print ready files are due by Friday August 29, as an eps or pdf file.

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**Welcome to
City Wide Open Studios!**

Over the past eleven years, City-Wide Open Studios (CWOS) has connected art-loving and general audiences statewide to thousands of Connecticut's local artists. Each year, the focus is on the **artists living and making art in Greater New Haven**. Art dealers and curators from the region and beyond have used CWOS as a resource to discover new artists, plan upcoming shows, and buy art. CWOS is Connecticut's leading visual arts festival, and is one of the largest open studios programs in the country, uniting hundreds of local artists with the Greater New Haven community.

The 2008 CWOS partners with five Greater New Haven neighborhoods: **Westville, Fair Haven, Downtown, Hamden/Newhallville and West Haven**. CWOS empowers neighborhoods by uniting artists working in these neighborhoods with local community and business, and engages these communities by activating temporary studio spaces and encouraging dialogue amongst diverse groups.

Visitors to CWOS are invited to explore these neighborhoods to **find art** in new and unusual spaces; **discover local businesses** and restaurants; and join guided walking, bike and bus tours connecting all satellite neighborhoods with the festival hub at Artspace.

CWOS is a highly anticipated annual festival is made up of eight major components: a three-day festival, a main art exhibition, 80 community-based artist studios, five community-based artist-in-residence sites, a schedule of community education programs, education programs in schools, and a program website and print directory of participating artists.

CWOS AND COMMUNITY DEVELOPMENT

1. City-Wide Open Studios (CWOS) attracts **thousands of visitors** each year who explore artist studios and patronize the neighborhoods of **Downtown New Haven, West Haven, Fair Haven, Westville, and Hamden/Newhallville**. Visitors from Boston, New York, Farmington, Greenwich, Westport, and beyond buy artwork, shop retail, and eat at local restaurants. In addition, we pair artists with local businesses to create unique viewing spaces for the artist and increase retail traffic.

2. The growing population of visual artists working in New Haven is a direct result of our work, **contributing to New Haven's cultural diversity** and its economic base. New Haven boasts one of the highest per-capita populations of visual artists in the nation, due in large part to the CWOS festival.

3. In the past, Artspace has made CWOS **free to visitors**, thanks to the support of corporate sponsorships and advertising dollars. We only ask a suggested donation for printed materials, and our main exhibition and websites are open to all who want to explore studios in the city. Your support allows us to attract a diverse and multi-generational audience, while at the same time funds are re-invested through support of other local businesses we contract.

4. Artspace's downtown location is a **destination** for exciting arts events and community building, and a hub for CWOS visitors and artists. Festival publications, featuring your advertisement or logo, are available all year long for preview and sale in our gallery.

5. Artspace's CWOS **community-based programs** engage a wide variety of greater New Haven residents. One week prior to the festival, free family and school-based programs introduce artists to the community. Over our festival weekend, artist and community sites will host artist talks and community gatherings, generating ongoing interest and visitation to the Greater New Haven neighborhoods.

ABOUT THE COMMUNITIES CWOS SERVES

DOWNTOWN NEW HAVEN serves as the central location for CWOS, containing a wealth of exciting nightlife, diverse dining options, and retail. The neighborhood contains artists living and working downtown at complexes like 39 Church Street, and individual small studios in the East Rock section. Artspace's downtown gallery anchors the contemporary art scene, and many other arts organizations, educational institutions, and art galleries add to the vibrancy of Downtown New Haven.

FAIR HAVEN is a colorful section of New Haven, home to many locally-focused businesses and thriving nonprofit organizations. Bordered on three sides by water, Fair Haven contains residential, retail, and industrial sections, as well as many artist studios. Erector Square, the former A.C. Gilbert Erector Set factory, is home to over 80 artist studios ranging from sculptors to installation artists to photographers. The neighborhood also contains a notable population of glassblowers and other fine craftspeople.

HAMDEN AND NEWHALLVILLE share rich clusters of retail, leading from northern New Haven into the town of Hamden. Dixwell Avenue is the main transportation corridor, with many groups of artists studios in industrial complexes such as the New Haven Business Center at 91 Shelton Avenue. Throughout Hamden/Newhallville, the Paier College of Art, the Space, and individual artist studios in residential areas enliven a diverse and far-reaching neighborhood.

WESTVILLE Village is a pedestrian and arts-friendly neighborhood in New Haven, featuring multiple boutiques, antiques shops, and renowned cafes. Southern Connecticut State University's art department draws talented students and faculty to the area. The strong relationship between the arts and business communities in Westville creates a flourishing environment, filled with the ARLow artists lofts, commercial art galleries, the Kehler Lidell Gallery, and exciting street festivals.

WEST HAVEN is home to several complexes of artists studios, including West Cove Studios and Gallery, a printmaking collective and exhibition space. The art department at the University of New Haven routinely displays the work of faculty and students at the school's Seton Gallery. In addition, the 14 Gilbert street studio complex houses 7-8 artists ranging from woodworking to drawing installations, and the newly opened kCk gallery on Campbell Avenue adds an exciting new face to the arts in West Haven.

ABOUT ARTSPACE

EXHIBITIONS

Artspace's 5,000 square foot gallery and program space in the heart of downtown New Haven features an annual program 4 main exhibitions and a rotating yearly schedule of over 40 smaller-scale shows and solo installation projects on- and off-site. Artists are selected to show in the gallery by submitting proposals to our volunteer Visual Arts Committee of arts professionals, curators, and arts educators. We are committed to showcasing the best emerging artists from our local area and beyond.

YOUTH OUTREACH

Artspace has recently launched a series of new initiatives aimed at fostering an appreciation for art within New Haven public school students. All youth programs are designed for long-term relationship building between artists, educators, and students in the context of art-making, critical thinking, and contemporary culture. We have moved contemporary art education out of the gallery and into the classroom, creating opportunities for youth and artists alike to exchange ideas through projects based on diverse artist's styles of work.

THE FLATFILE

Artspace maintains a Flatfile of works on paper by approximately 125 local, regional, and national artists. Works on paper include collages, drawings, prints, photographs, paintings on paper, and small books. Art from the Flatfile is drawn upon for group and solo exhibitions. The Flatfile is a resource for collectors, curators, artists, and students, and is open to the public for viewing by appointment.

THURSDAYS @ Artspace

Combining art, education, and community, Thursdays @ Artspace is an ongoing series of events encompassing a wide variety of activities that span from curator talks to artist's networking events, to food and wine-tastings from local restaurants.

CAREER PROGRAMS FOR ARTISTS

Artspace has expanded our services to artists to include educational programs designed to cultivate emerging professional artists. Programs range from technical classes such as photographing artwork and creating websites, to practical workshops on grant writing and marketing.