2026 Santa Rosa Open Studios Application Instructions

Before applying, please review this document carefully and gather your application items before starting your online application.

There is an application checklist at the end of this document.

About the Event

We invite artists specializing in the fine arts to apply for **Santa Rosa's Third Annual Open Studios**, a vibrant, self-guided tour offering the public a unique opportunity to step inside working studios throughout Santa Rosa. Sponsored by Santa Rosa Urban Arts Partnership, this free community event celebrates the rich and diverse talents of local artists.

This year's Open Studios focuses on the fine arts, including **ceramics, drawing, fiber arts, glass, jewelry, mixed media, painting, photography, printmaking, sculpture, and woodworking**. Artists of all levels are encouraged to apply and share their creative process, workspace, and finished works directly with visitors.

Celebrate creativity, connect with the community, and help build a lasting tradition in Santa Rosa.

Important Dates 2026

- **April 1 – May 13: Registration Period**
- **May 25: Notification of acceptance and studio number**
- **June 8: Deadline for Artists to make changes to their listing information**
- **June 29 - September 3: Preview Exhibition At Finley Art Center**
- **August 1: Deadline to submit sign orders**
- **September 3: Open Studios Kick Off Party at Finley Center**
- **September 3: Signs available for pick up at Finley Center**
- **Event: September 12-13 and September 19,20 - 10:00 AM - 5:00 PM**

Cost to Participate

- $150 registration fee
- ***Please note: All fees for accepted artists are non-refundable.***
- ***If you are not accepted to the event, you will receive a $125 refund.***

Registration

- **Registration Period: April 1 - May 13, 2026**
- Registrations are lightly juried. We are looking for original artwork that reflects the spirit of the Open Studios program. Submitted websites, social media links, and uploaded images will be reviewed as part of the jurying process.
- **All artists will be notified of application status on May 25, 2026.**
- **If your registration is not accepted, you will be refunded $125 of the Registration Fee.**
- **If your registration is accepted, you will gain access to the Portal on May 25, 2026.**

Eligibility

- The Open Studio must be located in Santa Rosa (zip codes **95401–95407**, **95409**) or Fulton (**95439**).
- **Shared studios are allowed** under the following conditions:
    - The host studio must be within an eligible zip code.
    - All participating artists must reside in Sonoma County.
    - Each artist must register separately, even if sharing a space.
- Artwork must be your own original creation. (**No AI-generated work, please.**)
- All items for sale at the Open Studio must be created by the participating artist.
- Artists must agree to and abide by the rules outlined in the Participation Agreement.

What's Included with Registration

- Inclusion in the Santa Rosa Open Studios (SROS) website:
    - Listing in the searchable online artist catalog
    - Individual artist profile page
- Studio pin placement on the interactive event map
    - Pins are by Open Studio street address not by artist
- Inclusion in a downloadable map and list of artists
- Promotional support, including press outreach, radio interviews, email newsletters, and social media posts through SROS and Santa Rosa Urban Arts Partnership (SRUAP) channels
- Access to artist resources, including:
    - Marketing ideas and tips
    - Printable sign-in sheets
    - Event logos
    - Printed marketing materials for the event (postcards, handbills, posters)
- Access to the Artist portal on the sropenstudios.com website where you can download resources, purchase signs and see announcements
- Opportunity to have your work at a Preview Exhibition at the Finley Center June 29 - Sep 3, 2026
- Open Studios Kick Off Party at the Finley Center on September 3, 2026
- **Signs are NOT INCLUDED with registration.**
    - 24 x 36 signage may be purchased for an additional charge.

Participation Agreement

By applying to Santa Rosa's Open Studios, you acknowledge and agree to the following:

- You are solely responsible for selling your artwork, collecting sales tax, and maintaining any necessary insurance coverage for property damage, loss, or personal injury.
- You are responsible for obtaining any required business licenses, seller's permits, and complying with all applicable health, safety, fire, and public regulations.
- You are responsible for promoting your participation and encouraging visitors to your studio, including contacting your mailing list and using your own marketing channels. While Santa Rosa Open Studios will conduct general event promotion, individual studio traffic depends largely on each artist's outreach.
- **All work for sale must be created solely by you, the participating artist.**
- You agree to indemnify and hold harmless the Santa Rosa Urban Arts Partnership, Santa Rosa Open Studios, and all employees, agents, and volunteers from any claims, actions, damages, or losses arising out of or related to your participation.
- You understand that 24 X 36 signs are not included in the registration fee and must be purchased separately by August 1, 2026.
- You understand that the application and registration fees are non-refundable, even if you choose to withdraw from the event.

Registration Process

1. Gather all items listed in the checklist below before starting your registration.
2. Fill out the online registration and pay the registration fee.
3. **You will be creating an account at this step** - **save your login information.**
4. Add sros@srurbanarts.org to your contacts so emails from us land in your inbox.
5. Application results we be emailed on May 25, 2026.
6. If accepted and after Studio number is assigned, you will receive an email with information about the artist portal and how to order signs. Signs are not included with the registration fee.
7. If rejected, you will receive an email and partial fee refund for $125.00.
8. Accepted artists will have access to the artist portal which can be accessed by logging in on the sropenstudios.com website.
9. The portal will have artist resources, event information and links to order signs if needed.

What you will need to complete your registration

- ☐ Contact Information (for event coordinators to communicate with you)
  - ● Full Name
  - ● Mailing Address
  - ● Email Address
  - ● Phone Number

- ☐ Studio Information (for online and PDF catalog listing)
  - ● Studio Address
  - ● Phone number for public listing (optional)
  - ● Email address for public listing (optional)

- ☐ Shared Studio Information
  - ● Is this a shared studio?
  - ● If yes, list the names of other artists in studio

- ☐ Links to any websites/social media (used for jurying and listing)
  - ● Website URL, Facebook, and/or Instagram

- ☐ Short artist bio/description of work
  - ● Short bio (2-3) sentences describing your work or your practice. This will be used on your profile page.

- ☐ Selection of Fine art Categories (you will be able to select up to 3). If you select more than 3, only the first 3 are saved. The category Art Gallery is reserved for Art Galleries. Do not select this option unless you are an operating Art Gallery.

- ☐ Artwork Image Submission
  - ● File format: JPEG or JPG
  - ● Maximum file size: 5 MB
  - ● All sides must be between 1800 - 1200 px (square or 1.5: 1 proportions are preferred)
  - ● Tip: Catalog thumbnails are displayed square. Thumbnails are centered on the center of the image. Please choose an artwork image that will format accordingly.
  - ● See image reformatting below if you need help reformatting your image.
  - ● You can also use a website like https://tinypng.com/ to compress your image if needed.

- ☐ Credit Card information (payments are online via secured gateway using Stripe)
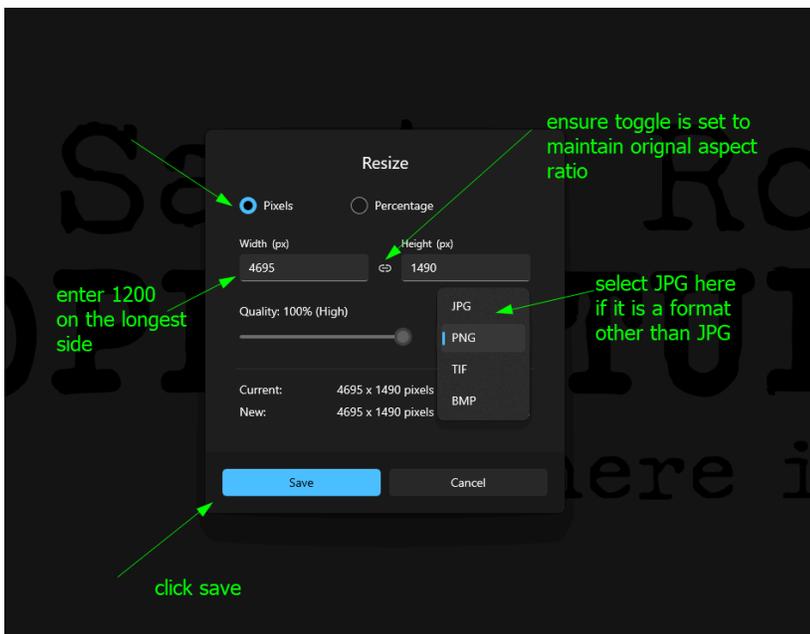
Preparing your images

To enable website loading and create the PDF catalog, images must be formatted as mentioned above in the checklist. Large images will make website loading slow or unusable.

You can use any photo editing software to resize your image or use your desktop or laptop to resize the image following the instructions below.

Editing your images on a PC

Always make a backup copy of your original image in case something goes wrong. Your image viewer may be slightly different than what is explained below - the steps should be similar.

1. Make a copy of your original image.
    a. You can right click on the image, select copy and paste it into a folder.
2. Double click and open the image.
3. Right click on the image and select "Resize" or "Resize Image"
4. To resize
    a. Make sure the lock is enabled to resize and keep the original aspect ratio
    b. Enter 1200 in the field for the largest size
    c. Make sure you are in Pixels (px)
5. To change from PNG to JPG, use the drop down to select JPG
6. Save the resized copy.
7. Open and check the copy to ensure it looks ok..

Editing your images on a MAC

Always make a backup copy of your original image in case something goes wrong. Your image viewer may be slightly different than what is explained below - the steps should be similar.

https://support.apple.com/guide/preview/crop-resize-or-rotate-an-image-prvw2015/mac

1. Make a copy of your original image
2. Open the image in Preview by double clicking the image
   a. To find Preview, click on the magnifying glass in the upper corner and type in "Preview"
3. Access the "Adjust Size" tool
   a. Click "Tools" in the menu bar and select "Adjust Size"
4. Enter 1200 in the largest side's dimension
5. Ensure you have selected "Scale proportionally" to keep the original aspect ratio.
6. Save
7. Open and check the resized image to ensure it looks ok.