



ARTS COUNCIL For Monterey County

Enriching the lives of our community through the arts



FOR IMMEDIATE RELEASE

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New Look and New Name For 2024 Artists Studio Tour

Arts4MC Presents Open Studios Art Tours, October 12-13 and 19-20, 2024

[Monterey, CA. February 27, 2024] The Arts Council for Monterey County (Arts4MC) is thrilled to announce that Arts4MC will be continuing the Artist Studio Tour's legacy, previously run by Arts Habitat. To ensure the tour's continuous growth and longevity, Arts4MC will be collaborating with Arts Habitat for the 32nd annual tour's transition into their care.

Arts Habitat took over the tour in 2015 from Artists Equity and has developed the tour into what it is known as today. "We are proud of the successes we've accomplished," stated Shirmaine Jones, Executive Director of Arts Habitat. "Since taking on the tour, we've expanded to two weekends, opened involvement to organizations, grown artist participation from 50 to 90, and been able to offer financial and logistical support for Monterey County artists."

Under the oversight of Arts4MC, the Artists Studio Tour will now be rebranded with a new look and name, Open Studios Art Tour. The tour will take place over two weekends this fall, October 12-13 and 19-20, from 11 am to 5 pm each day. The change in name was made to align with similar events in the surrounding areas. "We want to highlight the welcoming nature of the tour," expressed Jacquie Atchison, the Executive Director of Arts4MC. "The entire community is invited to witness the creation of our local art at its origin. Each studio space offers a unique window into the perspective of every artist, making Open Studios an opportunity for exploration and discovery."

Speaking on the transition, Jones added, "We believe that the resources, expertise, and visibility of the Arts Council will further increase participation in the tour, expand the value that artists receive from their participation, and enhance the experience for the public who attend Open Studios."

Arts4MC is looking forward to working with all the artists who have been a part of this event in previous years and welcoming all the new artists who will be joining for the first time. For individual artists, the Early Bird discounted registration of \$250 will be available from March 1st to 31st, and the regular registration fee of \$300 will apply from April 1st to July 31st. For organizations and galleries, the Early Bird discounted registration of \$550 will be available from March 1st to 31st, and the regular registration fee of \$650 will apply from April 1st to July 31st. In addition, scholarships will be offered based on financial need to ensure that all artists who are interested in participating can join us.

To learn more about participating or attending the Open Studios Art Tour, visit, <http://arts4mc.org/open-studios>.

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Arts Council for Monterey County (Arts4MC) is committed to enhancing the quality of life for all residents in our region through the arts. We provide a variety of ways to make art more accessible to everyone, including but not limited to providing **Arts Education** programs through schools and community organizations, offering business resources for artists and nonprofits through **BusinessWorks**, creating studio and public art spaces for local artists by **Curating Public Exhibitions** and via our **ArtWorks** locations, awarding **Scholarships**, and providing **Grant Funding** to individual artists and nonprofits for community programs and events related to arts and culture. To learn more, visit arts4mc.org.

Arts Habitat connects and collaborates with artists and arts organizations in Monterey County to foster a dynamic, growing community, while leading the way to a thriving center for the arts at East Garrison.



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PARA PUBLICACIÓN INMEDIATA

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Nueva Imagen y Nuevo Nombre Para el Artists Studio Tour 2024

Arts4MC Presenta Open Studios Art Tours, 12-13 y 19-20 de Octubre de 2024

[Monterey, CA. 27 de febrero, 2024] El Consejo de las Artes del Condado de Monterey (Arts4MC) se complace en anunciar que Arts4MC continuará el legado del Artist Studio Tour, anteriormente dirigido por Arts Habitat. Para asegurar el continuo crecimiento y duración del tour, Arts4MC colaborará con Arts Habitat durante la transición del 32^a tour anual a su cargo.

Arts Habitat se hizo cargo del tour en 2015 de manos de Artists Equity y la ha convertido en lo que es hoy. "Estamos orgullosos de los éxitos que hemos logrado", declaró Shirmaine Jones, Directora Ejecutiva de Arts Habitat. "Desde que asumimos el tour, lo hemos expandido a dos fines de semana, hemos abierto la participación a organizaciones, hemos aumentado la participación de artistas de 50 a 90 y hemos podido ofrecer apoyo financiero y logístico a los artistas del condado de Monterey."

Bajo la supervisión de Arts4MC, el Artists Studio Tour pasará a llamarse Open Studios Art Tour. El tour se llevará a cabo durante dos fines de semana este otoño, 12-13 y 19-20 de octubre, de 11 am a 5 pm cada día. El cambio de nombre se hizo para alinearse con eventos similares en las áreas cercanas. "Queremos resaltar el espíritu acogedor del tour", expresó Jacquie Atchison, Directora Ejecutiva de Arts4MC. "Toda la comunidad está invitada a presenciar la creación de arte local en su origen. Cada espacio de estudio ofrece una ventana única a la perspectiva de cada artista, haciendo de Open Studios una oportunidad para la exploración y el descubrimiento."

En relación a la transición, Jones añadió: "Creemos que los recursos, la experiencia y la visibilidad del Consejo de las Artes aumentarán aún más la participación en el tour, ampliarán el valor que los artistas reciben de su participación y mejorarán la experiencia para el público que asiste a Open Studios".

Arts4MC está entusiasmado por trabajar con todos los artistas que han formado parte de este evento en el pasado y dar la bienvenida a todos los artistas nuevos que participarán por primera vez. Para los artistas individuales, la inscripción temprana con descuento de \$250 estará disponible del 1 al 31 de marzo, y la inscripción regular de \$300 se aplicará del 1 de abril al 31 de julio. Para las organizaciones y galerías, el descuento por inscripción temprana de \$550 estará disponible del 1 al 31 de marzo, y la cuota de inscripción regular de \$650 se aplicará del 1 de abril al 31 de julio. Además, se ofrecerán becas según las necesidades económicas para garantizar que todos los artistas interesados en participar puedan participar.

Si desea más información sobre cómo participar o asistir al Open Studios Art Tour, visite

<http://arts4mc.org/open-studios>.

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Arts Council for Monterey County (Arts4MC) se compromete a mejorar la calidad de vida de todos los residentes de nuestra región a través de las artes. Ofrecemos una variedad de maneras de hacer el arte más accesible a todos, incluyendo, pero no limitado a proporcionar programas de educación artística a través de escuelas y organizaciones comunitarias, ofreciendo recursos de negocios para artistas y organizaciones sin fines de lucro a través de BusinessWorks, la creación de espacios de estudio y de arte público para los artistas locales mediante la curaduría de exposiciones públicas y a través de nuestras ubicaciones ArtWorks, la concesión de becas, y la concesión de subvenciones a artistas individuales y organizaciones sin fines de lucro para programas comunitarios y eventos relacionados con las artes y la cultura. Para más información, visite arts4mc.org.

Arts Habitat conecta y colabora con artistas y organizaciones artísticas del condado de Monterey para fomentar una comunidad dinámica y creciente, a la vez que marca el camino hacia un próspero centro para las artes en East Garrison.