

Fr: Jane Saltzman, Open Studios  
To: The Artists  
Re: Call for Entry

I thought it might be worth everyone's time to understand why Open Studios uses the Call or Entry (Café) online application process. From our perspective, this has been and will continue to be an invaluable service. It has streamlined our accounting of all entries, saved massive amounts of paper and time and created a highly organized system for jurying.

We are very aware of the tremendous difficulty some artists have encountered with Café. It is not without bugs and complications. But the benefits far outweigh the problems. The bullets below list some of the reasons why the switch was made 3 years ago.

- Kodak no longer makes replacement parts for their slide projectors so we can't rely on projecting slides any longer.
- Images on slides are not as reliable as digital images in regard to color and printing fidelity.
- Having digital images allows Open Studios to publicize artists much more easily than slides by being able to put them on our website and include them in press releases and other publicity materials.
- The Café system allows us to present large, high quality images to the jury. Our projected images are twice the size of the images we used to show to the jury using slides.
- Being able to download information from the Café system has resulted in a lower number of mistakes caused by trying to read handwriting on paper applications.
- Paper applications sometimes get lost in the mail.
- We want artists to be able to present themselves in a professional manner with quality images so that they can apply to multiple calls for entry.

As I trust most of you know our mission has a focus on education.

*To provide an educational opportunity for the community to gain a broader understanding and appreciation of the visual arts through the personal experience of meeting artists in their private studios and other forums.*

The education theme needs to extend to the business of applying to Open Studios. Next year, I pledge to you, that we will offer far more comprehensive support as you work your way through the application process. We will have a seminar addressing photo manipulation and Café, days for you to sign-up for one-on-one support on Photoshop, uploading images and check out. We have heard everyone's complaints and witnessed your frustration. We have shared some of the issues with Café/Westaf and they too are addressing them.

As much as some of you may wish we would return to the way it used to be, we are not and will not. So, I ask you to bear with us, be excited to learn new things and reap the benefits of having your work accessible digitally; it is the way of the future which has already arrived.