



Sedona Visual Artists' Coalition Presents 17th Annual Spring Open Studios Tour

The Tour will ensure adherence to CDC health and safety guidelines while allowing attendees to visit artists in their studios and learn about the creative process.

The Sedona Visual Artists' Coalition (SVAC) is excited to announce the return of the Sedona Spring Open Studios Tour, taking place over the weekend of April 23-25, 2021. As part of this beloved annual event, approximately 45 working artists in the Verde Valley will open their private studios to the public, allowing attendees the opportunity to learn about the creative process and purchase unique works of art while enjoying the stunning scenery of Sedona and the Verde Valley. The Tour, which is always free to the public, will run from 10 a.m. to 5 p.m. each day.

To ensure the health and safety of artists and attendees alike, each artist/studio participating in the Tour pledges to abide by CDC guidelines for curbing the spread of COVID-19. This includes wearing a mask, maintaining at least six feet of social distancing and providing hand sanitizer for guests. Attendees will also be required to wear masks and observe social distancing practices when visiting the artists' studios.

Considered one of Sedona's "can't-miss" events, the Tour has experienced astounding growth over the years and has been designated as one of the area's top art events by the Sedona Chamber of Commerce. Participating artists are located throughout Sedona, the Village of Oak Creek, Cornville, Cottonwood and Clarkdale. They specialize in a wide variety of mediums, including glass, ceramics, sculpture, jewelry, painting, photography, weaving, mixed media and more, allowing attendees to learn about the creation of their favorite types of art or explore a new medium. Previous attendees have reported that one of their favorite parts of the Tour is the chance to experience the creative process and spend time with the artists, who offer an up-close look at how and where their work is made.

"For the visitor, the Open Studios experience invites the artwork to speak much more intimately to them as it provides an opportunity to gain a deeper appreciation and understanding of the creative process," said Mike Upp, a clay artist and co-chair of the Open Studios Tour. "A major appeal of such an experience is the chance to buy gorgeous, one-of-a-kind, locally produced artwork directly from the artist. The wide range of style, quality and art forms on display at the Tour is a testament to the thriving vitality of the arts community in Sedona and the beautiful Verde Valley."

This year, Tour attendees will have the opportunity to enter a studio-wide drawing for a \$250 gift certificate to be used with any artist participating on the Tour. To take part in the drawing, attendees must simply complete a form at any studio on the Tour. By entering, they will automatically be signed up to receive email announcements from SVAC Art Events.

Written by Tyler Hollis

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Brochures with a complete list of participating artists, including a map, will be conveniently available at numerous locations around the Verde Valley, including hotels and restaurants as well as the Sedona Arts Center and the Chamber of Commerce Visitor Center in Uptown Sedona. For complete information, including artists' names and mediums, studio locations, a downloadable map, and suggestions and ideas for planning a personalized tour, please visit the SVAC website: <http://sedonaartistscoalition.org/>.

The Sedona Visual Artists' Coalition is a 501(c)(3) nonprofit educational and charitable organization. This inclusive organization welcomes artists at all levels and encourages creativity, community, and camaraderie. Membership benefits for artists include the promotion of their artwork on the SVAC website, opportunities to showcase their art, the Open Studios Tour, social events, and networking possibilities. For more information, please contact: Mike Upp at mjupp10@gmail.com or 503.789.4437.