



ARTS
FOUNDATION
FOR TUCSON AND
SOUTHERN ARIZONA



2025 Open Studio Tours

IMPACT REPORT

Program Funders



Open Studio Tours - Connecting the public with our local creative community.

The 2025 Open Studio Tours (OST) program returned to Tucson on November 14, 15, and 16, 2025. The series of events powerfully reaffirmed the program as a platform for uplifting, celebrating, and connecting our local creative community. In 2025, more than 200 artists participated in the program. Of those, 83 artists reported a combined \$72,850 in sales and commissions, alongside welcoming over 2,260 visitors during the three-day event.

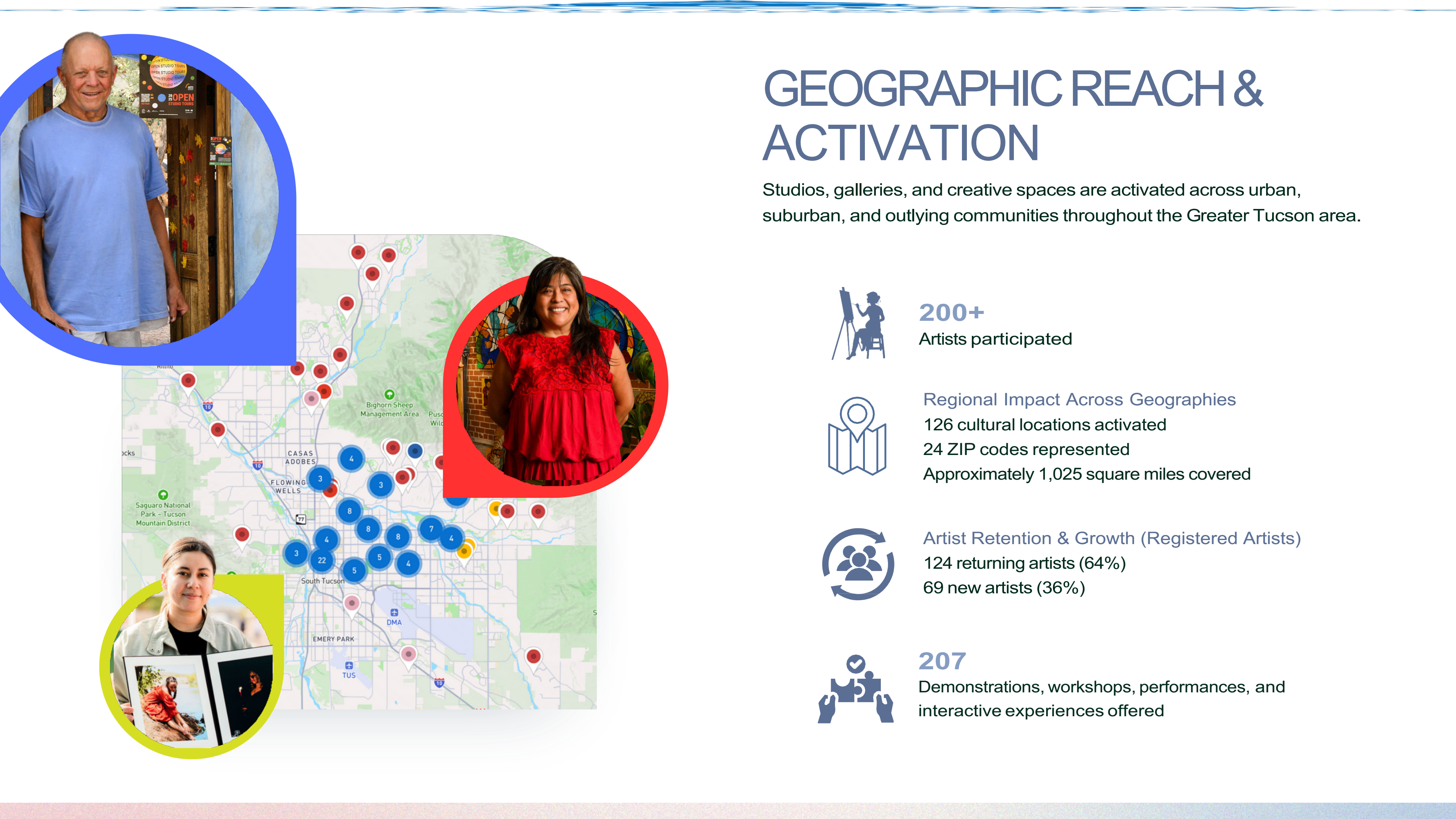
Presented by Arts Foundation for Tucson and Southern Arizona, OST is the largest self-guided tour of artists' studios, creative workspaces, and galleries in our region. This free, city-wide program allows artists in the greater Tucson area to invite the community into their studios, giving visitors the opportunity to directly engage with local working artists. The public is encouraged to explore where art comes to life, gain insight into each artist's creative process, and purchase original work directly from the source.

OST catalyzes economic development while strengthening the fabric of social cohesion. The program powerfully cultivates communities of practice across the sector.

OST is made possible with generous support from the City of Tucson, Pima County Department of Community & Workforce Development, the Mellon Foundation, the Arizona Commission on the Arts, and the Arizona Community Foundation.



Visitor with Judith Mariner, 2025 OST Artist,
at The Whale Studio and Gallery





Lara Ruggles, 2025 OST Artist

CREATIVE MEDIUMS

Artists showcased work in over **20 distinct mediums**, including:

- painting
- drawing
- ceramics
- sculpture
- mixed media
- fiber and textiles
- jewelry
- photography
- printmaking
- performing arts and more

NEW IN 2025

For the first time, visitors enjoyed musical performances, bookbinding and capoeira workshops, among other personalized artistic experiences, adding an exciting new layer to the OST experience.

SPECIAL IN-STUDIO ACTIVITIES

To increase audience engagement and enhance the visitor experience, we encouraged participating artists to offer personal in-studio engagement opportunities.

Many artists responded enthusiastically and provided:

- live demonstrations
- hands-on workshops
- concerts
- performances
- Q&A sessions

These activities elevated the overall quality of the program by providing opportunities for deeper visitor engagement and increased quality time spent with artists, strengthening connections and building relationships across audiences.



Joseph Marshall, 2025 OST Artist

TOUREKA! APP & WEBSITE MAP STATS

In 2025, OST enhanced accessibility and navigation with the Toureka! mobile app and our updated interactive website map. This program improvement offered the public a new way to explore studios, galleries, and creative spaces. Visitors were able to easily plan routes based on specific interests and needs.

Visitor data indicate that OST is also a cultural tourism asset. Attendance from surrounding municipalities and major cities highlights the program's ability to draw regional and out-of-state visitors.

4.3/5 average satisfaction score

Artists rated the Toureka app an average of 4.3 out of 5 stars, reflecting strong overall satisfaction.

4.3/5



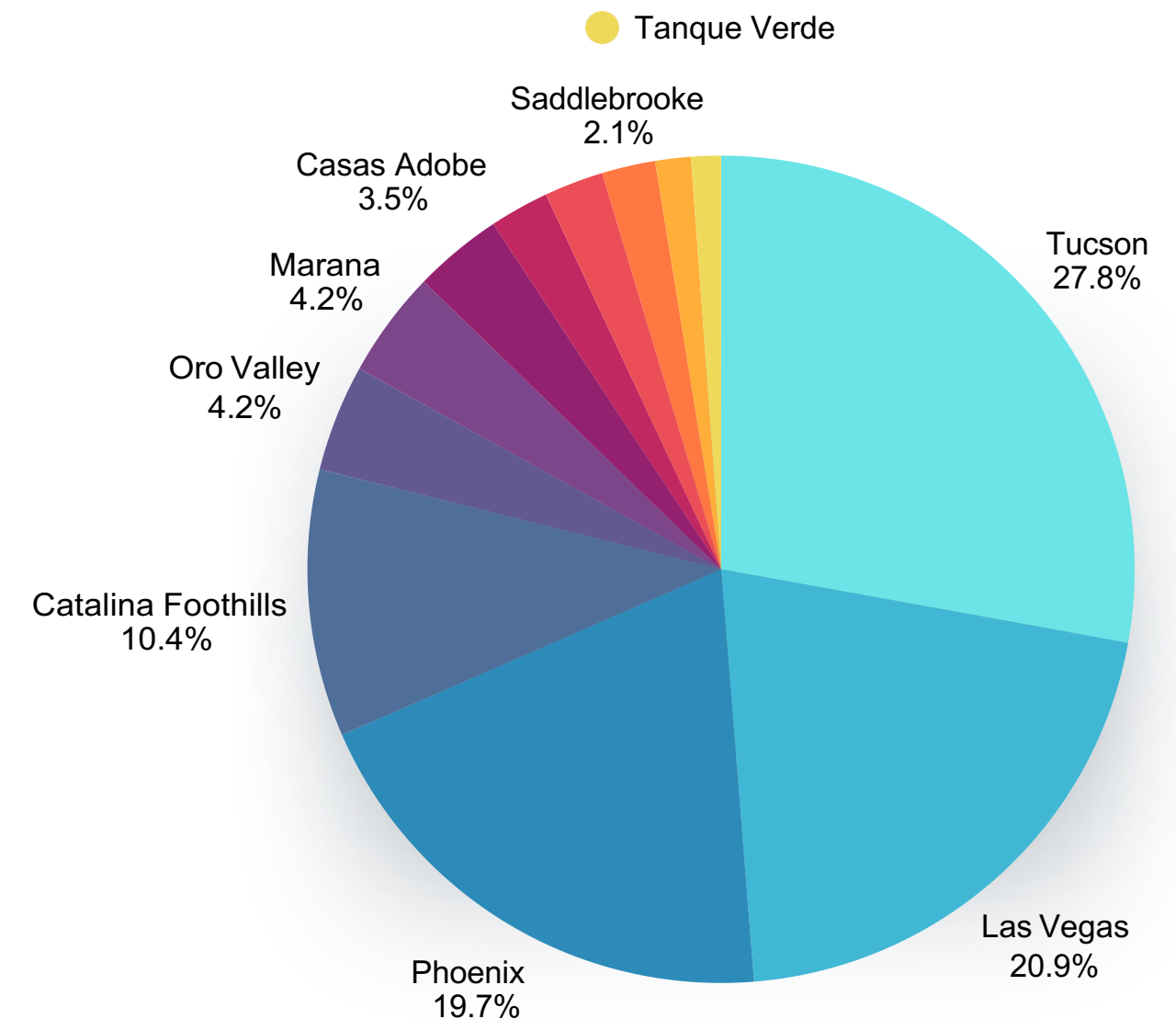
Mobile app stats

- 556 users
- 2,380 tour page views
- 9,545 artist profile page views
- 10,186 studio map markers tapped

Interactive Website Map Stats

- 1,116 users
- 1,903 map views
- 2,007 artists profile views
- 3,395 studio map markers tapped

Top Visitor Cities



2025 OST ARTISTS' TESTIMONIALS

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It fueled my enthusiasm and sense of making progress in my art business. It was also wonderful to share my art in a space I'm comfortable in, which led me to feel more connected to my audience. And the financial benefit of selling my art without paying market fees or gallery commissions was noticeable. – **Eve Bigaj**

The Open Studio Tour made a tremendous impact on my sales for this year. – **Virginia Hambly**

During the tour, I displayed a work in progress on my easel. It was not for sale, but an admirer wanted to buy it before it was completed. So, I sold it to him, will complete it, and deliver it to him next week. I was also asked by one of my visitors to give an art talk based on my work to a local artists' league, and I gladly accepted. – **Kathleen Arthur**

Every year, I get new business from people who found me through the Arts Foundation website. – **Dee Taube**

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I hosted cyanotype workshops, and it was surprising how excited people were about them and getting to make their own cyanotype. It also gave them a greater appreciation of my work afterwards, with them going back to that part of the studio to re-look at that body of work. Several people also mentioned how the words on my paintings resonated with them, which was also surprising b/c they feel so personal to me. It gave me a boost of reassurance that my art does help touch people's lives. – **Ulli Hain**

This was the best Open Studio Tour I have had in the last 7 years. – **Judith Johnson**

While I sold to only one person, the entire weekend was worth it because I feel that person will become a lifelong collector of my art. – **Sandra Parker**

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525 N. Bonita Avenue | Tucson, AZ 85745

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IN COMMUNITY

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OST Partners and Sponsorships

Tucson Mayor Regina Romero, Mayor's Office Staff, City of Tucson Economic Initiatives, Pima County Attractions & Tourism.

