



GUIDELINES FOR COMPLETING ENTRY FORMS for

HERTS OPEN STUDIOS 2012
8 – 30 September

*** CLOSING DATE 31st March 2012 ***

We hope you find this guide helpful in completing your application for Herts Open Studios, it contains:

- (A) INFORMATION ABOUT HERTS OPEN STUDIOS**
- (B) GUIDELINES FOR COMPLETING THE ONE LINE APPLICATION FORM**
- (C) WHAT HAPPENS NEXT**
- (D) DATES & KEY POINTS**

(A) HERTS OPEN STUDIOS

Herts Open Studios is an annual event held in the autumn, when artists and craftspeople involved in visual arts open their doors to the public – from home studios, or shared venues. It is organised by members of the Herts Visual Arts (HVA) a voluntary organisation which aims to introduce people in the county and beyond to the wealth of artistic talent in Hertfordshire.

WHO FUNDS OPEN STUDIOS ?

Open Studios is principally funded by the artists who participate, and further revenue is obtained from commercial advertising.

WHO CAN PARTICIPATE IN OPEN STUDIOS ?

Open Studios is open to visual and applied artists who are Herts Visual Arts members who live or work in or on the borders of Hertfordshire. There is no selection process. If you're not already a member, you will need to join before you can get involved in the county's biggest and best-attended art event. And remember, Open Studios is not the only reason to join!

HVA brings you opportunities to:

- show your work at a number of events during the year
- get connected with other artists and share expertise
- attend meetings with visiting professional artists
- enjoy local arty events
- publicise your work and events via the HVA website
- develop skills and professionalism

WHAT ARE THE BENEFITS OF PARTICIPATING IN OPEN STUDIOS?

Artists participate for different reasons: to sell work, to gain experience of exhibiting, to share their art, to obtain feedback on their work and more. The ultimate success of Open Studios depends on your own enthusiasm, *so do involve yourself to the maximum extent possible.*

Research shows that the brochure is retained by people throughout the year for future reference. Galleries and other arts organisations also refer to it, so your money goes a long way! Your entry fee covers:

- inclusion in a professionally-produced, full-colour brochure, including a photograph of your work
- the printing and distribution of 25,000 brochures (depending on participation)
- provision of brochures, posters & leaflets for your personal use
- inclusion of your details and work on the HVA website
- national, county and some local publicity via the media, arts centres, libraries, tourist offices, etc.
- targeted coverage in the local press
- arrows and bunting to help visitors locate your venue during the event

PLEASE NOTE that the Open Studios fee is non-refundable even in the unlikely situation that it has to be cancelled due to circumstances beyond our control. HVA enters into financial commitments based on participation soon after entries are received.

CAN I SHARE A VENUE WITH ANOTHER ARTIST ?

If you do not have a suitable venue or you have a venue (home or elsewhere) but would like someone else to share it, we may be able to help. If you are individuals exhibiting at the same venue you may enter as a Group.

If you would like to share a space please consider what dates/times would suit you to exhibit and email these together with photographs of your work to the Open Studios Coordinator. You will be advised if a "sharers" meeting is being held in your area.

After submitting your entry form you will be informed in due course about other artists in your area who are participating this year together with the contact details of your Area Coordinator.

HOW DO I ENTER?

Please apply on-line from 1 February. By exception, if you require a paper application please email openstudios@hvaf.org.uk

Prior to applying you may find it helpful to look at a copy of last year's brochure. Please visit www.hvaf.org.uk/open-studios or contact the Open Studios Coordinator to request a copy. **Correctly completed forms are essential** as queries or errors are time consuming to resolve and may jeopardise our print schedule. We regret that any descriptions that exceed the maximum length may need to be edited without consultation. .

WHAT IF I HAVE AN EXHIBITION DURING THE OPEN STUDIOS PERIOD THAT I WANT TO ADVERTISE ?

As a service to members, we offer the opportunity (at non-commercial rates) to advertise art exhibitions running during Open Studios where artists are not present. (These will not be listed in the Index).

SIZE: 1/3rd page (60mm high x 89mm wide) COST: £90 including photograph

Please contact the Open Studios Coordinator to obtain an Exhibition Advert Form (deadline **31 March 2012**).

WHAT SHOULD I TELL SOMEONE WHO WANTS TO PUT AN AD IN THE BROCHURE ?

Please assist us by passing on contact details of any companies or individuals who may wish to advertise in the brochure to openstudios@hvaf.org.uk This may include galleries, art and craft shops, art course providers etc.

(B) COMPLETING THE APPLICATION FORM

SECTION 1 FEES & FORMAT

The participation fee per Herts Visual Arts Member is £90. Members who joined in 2012 will receive one set of bunting free of charge, additional sets can be purchased at £10 per strip. When applying on-line, **which is the preferred method, payment may be made by Paypal or Debit/Credit Card.**

Whether applying as an Individual or Group each artist has a photograph and up to 20 words (max 150 characters including spaces) to describe their work. Each artist also has a personal listing in both the alphabetical and media category indexes of the brochure.

SECTION 2 CONTACT DETAILS for enquiries after your application has been completed

Please complete your contact details accurately and provide a telephone number and an email address for administrative purposes so that we can resolve any queries quickly

SECTION 3 VENUE DETAILS – to be published

The **district** in which your venue is situated will be the Hertfordshire District and Borough Council to whom the council tax on that venue is paid. Please note that districts may be split or 2 or more put together in the final brochure depending on artist numbers.

This year we are able to accept both a **website address and an email address** for inclusion in the brochure. Clear and accurate directions to your venue (in 10 words/ max 80 characters including spaces) are essential so that visitors can find you easily – remember that visitors may not know the area!

Please consider **demonstrating**, research about Open Studios has indicated that visitors like watching artists at work and understanding the creative process.

An overall location **map** is included in the brochure and each venue is identified on it. The location of your venue is based on the post code you provide for the venue - please ensure it is accurate.

SECTION 4 DATES AND TIMES OF OPENING

Choose no more than two times of opening AND these MUST be the same times for the same day of the week. eg.

Saturdays 10 am to 5pm Thursdays 11 am to 4pm

In the example above, this means that on each Saturday you are open and are present to receive visitors between 10am and 5pm. On each Thursday you are open from 11am to 4pm. This does not mean you have to be open all four Saturdays of Open Studios – just those you choose to be open. Open Studios runs for 23 days and you can open for any number of these days. If you are unsure of your commitments restrict your open days to what is manageable or get help. Weekends are busy for Open Studios visitors and it is sometimes difficult to see all the artists they would want to. You might like to consider opening at some point mid-week, or weekday evenings. Ensure that you are available at the times stated in the brochure. Visitors do not like turning up to find you are not open or someone receives them in your place. Visitors won't make a return visit and you may miss valuable sales. This also undermines the image of Open Studios. Try to open at the same time as other artists in your area as this

makes it easier for visitors to see them all. Do encourage others to become HVA Members and participate in Open Studios. The more studios open in an area the more attractive it is for visitors to make the effort to call on you. You can also indicate your willingness to see visitors 'by Appointment', which means visitors can contact you to book a viewing time outside the stated opening hours.

SECTION 5 ARTWORK & MEDIA

One good quality **DIGITAL IMAGE** of your work is **ESSENTIAL** for inclusion in both the brochure and website. Please note:

- Black & white images are ONLY acceptable if you will be exhibiting black & white photography or some 3D objects. What is needed is a true representation of your work
- Provide a new image - do not provide the same as last year
- Individuals and Full Groups may submit one photograph per person

If you are unfamiliar with submitting images, the following points may help:

(1) the subject should be sharply focused, (2) colours should be strong to have the most impact (3) objects should be placed against a contrasting background (a white background will disappear into the brochure page) (4) anything with red shows up well (5) your subject should be as current as possible. and portrait format (rather than landscape) is preferred, to conform to the brochure layout.

SECTION 6 PUBLICITY MATERIALS

Upto 60 brochures are supplied for personal use . Extra brochures can be supplied for specific events, for example, craft fairs, summer schools, etc, and an additional supply may be available at your local area meeting.

Please note that all brochures ordered **must** be distributed. They are an expensive resource which benefits all participants.

SECTION 7 HELPING OUT

The team that puts everything together works hard on a **voluntary basis** and we are grateful for additional help whether stuffing envelopes or acting as an Area Co-ordinator. Do contact us if you are able to assist this year.

(C) WHAT HAPPENS NEXT?

Your entry will be acknowledged by email, it is then processed and logged onto the website database.

THERE IS A TWO STAGE PROOF APPROVAL PROCESS – WEBSITE & PRINT

During week commencing 4th **April** you will be emailed **PROOF 1 (Website)** of your brochure entry and those of the other artists in your area. This is your opportunity to **check** your entry and amend it if there are any mistakes, in particular to change your opening times to coincide with others near you. Remember, visitors are more likely to travel further if they can visit a number of studios in your area on the same day. Amendments must be advised no later than 30th April and data is sent to be artworked.

PROOF 2 (Print) This will be emailed out during w/c 21 May.

AREA CO-ORDINATION AND AREA MEETINGS

For organisational purposes, the county is divided into 10 areas corresponding to county Districts and Boroughs. Artists are listed under areas in the brochure and are encouraged to get together as soon as possible with their local group to plan local marketing activities. Contact details for the Area Coordinators will be posted on the HVA web site www.hvaf.org.uk . Remember that people may start school holidays in mid July. Attendance at your area meeting is essential, for the following reasons:

- appoint someone to liaise with schools and colleges in the area (this is a priority since contact has to be made well before they break up)
- integrate publicity – you don't want to duplicate your efforts
- share ideas with fellow artists
- devise a local artists' trail for visitors so that they see as many artists as possible in your area
- plan your local library display to attract visitors
- plan any local Taster Exhibitions.

Local publicity is necessary to ensure that as many people as possible know about Open Studios. You are jointly responsible for this, together with the other artists in your area. Whilst the Open Studios put considerable effort into marketing, **the overall success of the event is very dependant on local marketing effort**. If you are on the border of another area, you might like to coordinate your marketing effort with adjacent areas.

LOCAL TASTER EXHIBITIONS

If your fellow artists think it could be beneficial for the public in your area to have a preview of what will be on offer, we would encourage you to organise a locally-based Taster Exhibition, perhaps with a Private View. This may enhance publicity in your area, and improve your visitor numbers. However, this will have to be funded locally by the artists involved.

ARTIST PACKS – COLLECTION

An Artist Pack is provided for each artist, consisting of posters, brochures, bunting (for new members or those that have purchased more), invitations, arrows and other publicity materials for distribution in July/August. The packs cannot be posted because the weight and cost. You will be contacted regarding arrangements for collection.

If you cannot collect your pack please arrange for someone else to collect it on your behalf.

You will be asked to assist by delivering packs to a gallery or other venue in your local area. Please let your Area Coordinator know of any changes of address details for any packs you are asked to deliver, so that the database can be kept up-to-date.

AFTER THE EVENT

You will receive a questionnaire in mid September requesting feedback by **31st October**. This is needed to help improve both the organisation of Open Studios and the support we provide to artists. Each year improvements are made as a result of this valuable feedback.

(D) DATES & KEY POINTS

DATES TO REMEMBER

Closing Date for Entry Form	31 st March
PROOF 1 (Website) emailed to artists	w/c 9 th April
Amendments to be returned by	30 th April
PROOF (2) Printers emailed to artists	w/c 21 st May
Amendments to be returned by	8 th June
Collection of Artist & Publicity Packs	Early July at Area Meetings
Local Area Meetings	May to August
Artists to distribute local publicity packs	July/August
Open your studio	8 th – 30 th September
Questionnaire to be sent to artists	Early September
Reply date for questionnaire	31 st October

Do diarise key dates so you don't miss any deadlines – especially the deadline for amendments to proofs. If you do not receive a proof in the week it is due contact the OS Coordinator immediately.

KEY POINTS FOR A SUCCESSFUL OPEN STUDIO

Keep in contact with your Area Coordinator and attend to local Area Meetings (July) because this networking is the opportunity to:

- Coordinate opening times with other artists in your area
- Consider sharing a venue with another artist(s)
- Organise local publicity with other artists in your area
- Consider what might attract press and media coverage
- Plan a local taster exhibition or private view
- Ask for help and advice when you need it

On your entry form:

- Open as many weekends as possible
- Provide a good quality photo in the specified format.

During the show:

- Ensure you are available for all your published opening times
- Make your studio visible and welcoming
- Include a demonstration at your studio

HERTS OPEN STUDIOS IS ORGANISED BY

Herts Visual Arts
PO Box 894
St. Albans,
Herts, AL1 9EG

www.hvaf.org.uk

If you have any queries about Herts Open Studios or completion of the entry form please contact the Open Studios Project Manager by email openstudios@hvaf.org.uk or telephone 07813 100651. Copies of all entry forms and guidelines can be downloaded from www.hvaf.org.uk/open-studios.