

Big Art Fair: Application Guidelines 2021

About the Big Art Fair #BigArtFair

The Herts Visual Arts Big Art Fair is a members-only 2-day art fair during the Hitchin Festival.

In 2021 set up is Friday 16th July followed by the Preview Night.

The Big Art Fair is at Hitchin Town Hall, Brand Street, Hitchin SG5 1HX. This is just off the High Street and close to the Market Place.

<https://www.north-herts.gov.uk/home/community/community-centres-and-facilities/hitchin-town-hall>

Key 2021 dates include:

- 28th May: Pre-registration opens
- June: Final arrangements/work list forms on HVAF Website for download/completion.
- June TBD: Payment/registration confirmation opens for Artists accepted from Pre-Registration
- June TBD: First payment cut-off to keep place – waiting list allocations start from here
- 9th July 2021: HVAF Gallery details/other information confirmed for flipbook/video preparation
- Friday 16th July: Artists hang their work on screens/set out work on tables
- Friday 16th July: Preview Night, Sponsor Awards, Open Studios Public Launch
- Saturday 17th July: Big Art Fair open, artists may attend, sales desk manned
- Sunday 18th July: Big Art Fair open, artists may attend, sales desk manned
- Sunday 18th July: Big Art Fair closes, artists take down own unsold work
- Sunday 18th July: Screens returned to supplier
- August: Accounts finalised, relevant artist payments made

***Please remember:** make sure you can meet these dates before applying. If you would like to take part but think you will have a difficulty with the dates, you must arrange a trusted friend to take/hang/take down/collect your work for you. HVAF volunteers cannot arrange that for you.*

How do I join in/who can take part?

Subject to available space, our Big Art Fair is open to everyone with paid-up HVAF membership for the current membership year. To register for the 2021 Big Art Fair, you must have already renewed or taken out 2021/22 membership.

Open to artists, artisans and designer-makers who live or work in or on the borders of Hertfordshire; there is no selection process but you must be a Herts Visual Arts member.

HVAF reserve the right to manage a mix of participants, to ensure a balance of work for our visiting public.

Already a Herts Visual Arts Member? Register when the Big Art Fair Call for Artists is announced. Please note that this event is very popular, and spaces will be limited, so you may have to respond very promptly.

Not renewed yet? Log in, renew your membership first, then you will be able to apply as above.

Not a Member? Join first, and you can apply as soon as applications open.

All arrangements will be online, via Herts Visual Arts emails/online booking. There are no paper options.

In registering for this Big Art Fair, artists are agreeing to every description, requirement or condition within this document. In addition to participation fees, an additional administration fee of £20 and/or possible exclusion from any subsequent Art Fairs may apply in some cases (see below for details).

Registration is in 2 parts:

- 1) Step 1 Registration:** Bookings open, waiting list if over-subscribed

Big Art Fair: Application Guidelines 2021

2) Step 2: Booking, fee payments and confirmations

- From June (dates TBD): Members contacted strictly in order of initial registration to confirm/pay
- ***There will be a short time window for this confirmation, artists who fail to respond to the confirmation email may have their place offered to the next person waiting in the queue***
- Initial registration is not a guarantee of a place, as it may be necessary to manage the mix of art forms to deliver a varied visitor experience
- This process of contacting/payment will continue until all places are full
- If all initial registrations are exhausted, then those on the formal waiting list will be contacted in waiting list/media order
- Artists who do not pay within the payment window may lose their place at BAF
- In the unlikely event that all waiting list places are exhausted, there may be another call for artists.

Why take part in this Big Art Fair?

Our artists take part for many reasons. It is a great opportunity to gain exposure, meet other artists, perhaps sell some pieces and gain experience of exhibiting your work to a public audience.

Then there's the invaluable experience of the whole process; registering interest, preparing your application, following guidelines (everywhere is different, but it is important to follow the rules), deciding on and preparing your work, hanging/displaying it, Preview Night, networking and taking down.

Plus, it's an excellent chance to brush up on your personal promotion plans, publicise your work and your participation and gain experience in social networking and other promotional opportunities.

For those volunteering, there is excellent team building and event management experience to be gained.

What are the requirements/responsibilities for artists taking part?

When you sign up to the Big Art Fair, you are also agreeing to:

- Read all guidelines and emails carefully, keeping copies for your own reference
- Any and all event terms and conditions
- Open, read and promptly act on any organisation emails
- Take responsibility for your own diary, participation and administration, including making arrangements for any periods when you may be away. Herts Visual Arts cannot organise this on your behalf.
- Take out 2021/2022 membership prior to initial registration
- Have an up-to-date HVAF Gallery
- Make sure work meets display/hanging requirements
- Meet all commitments promptly, including hanging day and collection
- Supply a complete list of work and other requested information on setup day
- Make sure no work is taken down, packed or otherwise leaves the Art Fair unless it has been sold/recorded or until after the Big Art Fair has formally closed
- Images taken of you/your work may be used for publicity
- Make sure your insurance suits your circumstances, including for loss or damage
- Help promote the event through your own advertising
- Notify Herts Visual Arts immediately of any unavoidable detail changes.

What kind of art can I display?

The work must be your own and made by you. It must fit the themes and ethos of Herts Visual Arts and the Big Art Fair. It must be safe for visitors and suitable for a general audience, including children.

Big Art Fair: Application Guidelines 2021

No other extra items can be brought to the Big Art of HVA-supplied without prior written permission.

What are the fees?

Artists pay a fee to participate. There is no commission on sales, but any sales made using a credit card will be subject to the credit card handling fee at the time. Last time, the majority of sales were by credit card.

Individual Wall (2D) Artist:

- £75 for professional white screen *provided for you*, 2m wide by 2m tall
- £5 (*artist-supplied*) basket (max dimensions TBD) with (max number TBD), cellophane-wrapped greetings cards for the card table
- £5 (*artist-supplied*) browser (max dimensions TBD) with (max number TBD) priced, cellophane wrapped, unframed work for the stage.

Individual Table Artist:

- £75 for floor space, with a chair and 2m table *provided for you*
- £5 for use of 1 piece of *HVA-supplied* gridwall 2ft wide by 6ft tall
- £5 (*artist-supplied*) basket (max dimensions TBD) with (max number TBD), cellophane-wrapped greetings cards for the card table
- £5 (*artist-supplied*) browser (max dimensions TBD) with (max number TBD) priced, cellophane wrapped, unframed work for the stage
- **NOTE:** Table artists must bring their own covers that:
 - o Are ironed and suitable for the setting
 - o Reach the floor on 3 sides so that nothing is visible under the table.

Fees:

Fees apply to all participants. Payment is taken to mean agreement with the Requirements and Responsibilities and Terms and Conditions. Step 1 Registration (expression of interest) is a commitment to take part if selected.

There is no commission on sales, however, selling artists may like to consider a donation to support HVAF:

<https://www.hvaf.org.uk/donate>

Refunds:

- (A) Cancellation within 7 days of payment: full refund
- (B) Cancellation 7 or more days after payment: no refund.

Administration fee:

Exceptionally, an administration fee of up to £20 *and/or possible exclusion from a future Big Art Fair* may apply to individual artists who, in the opinion of the organisers:

- Repeat event registration without participation, or cancel their entry after 14 days from fee payment
- Need reminding, or fail to supply requested information in the required format or by specified deadlines
- Fail to promptly pay for a registered place, despite reminders
- Attempt to circumvent any of the arrangements or requirements for work or terms and conditions
- Have their entry cancelled by HVAF because of lack of response, missing or late information
- Fail to check in or check out at the beginning/end of the Big Art Fair
- Arrive late for hanging, fail to bring tools/fixings or work for hanging
- Bring work that the Big Art Fair/HVAF committees feel is not suitable (content, labelling, safety etc.)
- Do not meet specified guidelines for wall hanging/display/labelling, or other requirements
- Remove work early, remove work without notifying organisers, try to pack up/leave early

Big Art Fair: Application Guidelines 2021

- At take-down, arrive late, fail to arrive or has to be reminded.

HVAF decisions are final.

What is included in my entry fee?

At Hitchin Town Hall

- Screen or table space at the Big Art Fair
- Use of screens/table and options as specified at Registration
- Sales handling at the sales desk (*credit card payments subject to credit card handling fee*)
- Bubble wrap/tape and/or bags/carrier bags
- 2 tickets to the Preview Night (*additional tickets at small additional fee*)
- Entry into the 'Visitors Vote' over the weekend (certificate as a prize)
- Inclusion in Sponsors Choice awards decided by our sponsors at the Preview Night (certificate as a prize)
- Payment for sold work during August, direct to your nominated bank account

Website and Support

- Take part in Big Art Fair Online - feature 3 pieces available at Hitchin Town Hall
- Entry in Big Art Fair flipbook/video
- Downloadable promotional materials for your personal use
- Support sessions before the Big Art Fair
- Targeted press and social media promotion and coverage.

Do I need to stay at the Fair all weekend?

You do not need to stay all weekend; however, you may like to consider that we have found:

- Visitors like to talk to artists as they make their purchase decision
- Artists benefited from the networking connections made while at the fair.

What about publicity materials?

There will be printed and online marketing materials available for you to promote the Big Art Fair/your work. There are Big Art Fair graphics on our Website for you to use. Please use them to publicise your participation on your own Social Media, websites or other promotional activities.

HVAF will promote the Big Art Fair through a Press Release, sponsorship, our Website and social media.

To be included in any promotional materials, Artists must ensure they provide prompt information.

For social media, use #BigArtFair

Tell me about Sales

Hitchin Town Hall

Sales will be handled via the sales desk, either cash or credit/debit cards. If an artist makes a sale directly, they must inform the sales desk. This is necessary to:

- Ensure any work leaving the Big Art Fair is doing so because of a valid sale
- Measure the overall success of the event.

We encourage customers to take their purchases with them. For larger table pieces and work on screens, the label for your work will be left in place and marked with a red dot. In previous years, some artists sold very well. Although the sales desk will not notify you of any particular sales during the event (unless your allotted space is looking bare), you may want to pay attention to your own display and replace sold items (at your discretion).

Big Art Fair: Application Guidelines 2021

BAF Online

This is an exhibition where visitors connect to Artist Galleries directly. Artists must handle any resulting sales themselves. See also General Terms and Conditions below.

How do I label and potentially pack my work?

Labelling your work is critical to making sure your work can be correctly identified (and hopefully sold) as yours and not someone else's. The organisers, customers and artists all rely on this.

All work must be clearly labelled with the artist's name, the title of the work and the price. This must be clearly visible for visitors to see and also firmly attached to the rear of the work itself, so that any purchaser has that same information to take away with them.

Please take any packaging materials away with you when you have set up on the Friday – there are no facilities for storing individual work-specific packaging. Please bring your packaging materials back at the end of the event for your unsold work.

Greetings Cards: All greeting cards must be individually priced, supplied with envelopes, cellophane-wrapped and have a clear label that identifies you as the artist.

Unframed work in browsers: All work in browsers must be mounted on stiff card, be individually cellophane-wrapped and clearly/visibly identified with price, title, description, artist's name and contact details.

Framed or other hanging work on screens: All work must have an individual label attached to the screen that clearly identifies artist's name, title of the work, medium and price. Work must also be clearly labelled on the reverse with price, title, artist's name and contact details - this label will remain on any work sold.

Work on tables/3D work: All work must be clearly identified with a label that includes artist's name, title/description and price – suitable for the sales desk and customers.

Tell me about hanging my work/screens/tables

Artists are responsible for hanging or setting out their own work on the setup day – detailed timings and instructions will be available closer to the day.

Wall/Screen/2D artists must bring their own fixings, tools, white tack, and (depending on your height) a safe stool to stand on, in order to fix/hang their own work to the screens as supplied

- Screens are white, solid, 2m wide by 2m tall, and stand on the floor
- Each 2D/wall artist will be allocated a screen which will be adjacent to at least one other artist
- Screens will be hired from a professional company specialising in the provision of display screens for exhibitions/art fairs. They will be delivered and erected by our chosen supplier on the Friday morning.
- The supplier will also take the screens down after the event on Sunday evening and refurbish them before they go to another client
- Screens are 6cm deep, and you may use nails, screws, other fixings to attach your work
- Fixings can be hanging nails, hooks, screws or other fixings suitable for the style and weight of the work
- If using wires/cord, it must be double strung, securely fixed and suitable for the weight of your work
- All fixings must be secure, strong enough and suitable/safe for the work you intend to hang
- It is up to the artists to decide how best to hang/fix their work to the screens
- All fixings must be removed promptly at the end of the Fair; there is no need to repair the screens
- All work must be clearly labelled for the visitors and volunteers operating the sales/information desk

We recommend:

- Using screws to fix work or hanging bars to the screens

Big Art Fair: Application Guidelines 2021

- Use a fine drill to make pilot holes for the screws first.

Table artists must bring their own table-top display fixtures and fittings

- Each table artist will be supplied with a table and chair and any extras as ordered
- Tables are hired for the event from a professional event supply company
- To meet COVID requirements table artists will have a marked space; nothing may extend in front or beside that marked area
- There is no option to bring your own table, or other items for outside your marked area
- All artists should bring suitable ironed table covers that reach the floor on 3 sides
- No packaging or other items to be visible to customers
- If gridwall is ordered, hooks will also be supplied
- All displays must be secure, suitable and safe for the work you intend to bring
- It is up to the artists to decide how best to set out their work
- No work may be fixed/attached to the walls under any circumstances
- All tables, chairs, gridwall must be undamaged at the end of the Fair.

Helping Out

Herts Visual Arts and the Big Art Fair are run by volunteers. Please consider helping before, during, and after the event. If you can help on the day or beforehand, please let us know vicechair@hvaf.org.uk. BAF volunteer roles include:

- Being part of the project team
- Helping with event setup on Friday
- Invigilating, assisting at the cash desk Friday Preview/Saturday/Sunday
- Clearing up after the close on Sunday
- Distributing leaflets/flyers before and during BAF
- Identifying potential sponsors
- Promoting the event before, during and after.

Terms and Conditions

We recommend that you download and read both the full BAF Application Guidelines and other Terms and Conditions (below) to familiarise yourself with our Big Art Fair.

Website Terms and Conditions are on our Website: <https://www.hvaf.org.uk/terms-and-conditions>.

Our Privacy policy are on our Website: <https://www.hvaf.org.uk/privacy>.

Our community guidelines (Full Membership Terms and Conditions) can be found here:

<https://www.hvaf.org.uk/artists/documents>

The following are specific to the Big Art Fair, and Members agree:

- Every effort will be made to ensure the accuracy of information included in any materials produced by Herts Visual Arts. Herts Visual Arts cannot be held responsible for any omissions or mistakes that occur
- Herts Visual Arts has neither responsibility nor liability for any business or other transactions that may arise from an artist being a member of Herts Visual Arts or taking part in the Big Art Fair
- Herts Visual Arts accepts no responsibility for the actions of third parties who may make use of information published as part of the Big Art Fair
- Entries that remain incomplete on the closing date may be rejected at the discretion of the organising team; this includes content or other information

Big Art Fair: Application Guidelines 2021

- Failure to abide by any application requirements may prevent participation in subsequent years and may result in an Administration Fee
- Information artists provide can be published by Hitchin Town Hall, Hitchin Festival, and Herts Visual Arts on websites and in various marketing materials, including 3rd party publications
- Copyright of any supplied images remains with the original owner. The artist confirms that they own the copyright of any image submitted as part of their Big Art Fair application or that they have written permission from the copyright holder
- To grant Herts Visual Arts and other third parties a worldwide, irrevocable, perpetual licence to use supplied images in print, on the Website, other electronic/other forms, in any publication, for the purpose of marketing or promoting Herts Visual Arts and the Big Art Fair
- To publication of images taken during the Big Art Fair, including the Private View
- That any print materials, Website and other materials are the copyright and intellectual property of Herts Visual Arts and may not be reproduced or distributed without prior written permission
- Only fully paid-up Herts Visual Arts Members can take part
- Galleries will be up to date before 15th June
- All arrangements will be online, via HVA emails/on line booking - there are no paper options
- To read and act promptly on any organisation emails
- To tell admin@hvaf.org.uk if a BAF Online piece sells
- To notify HVA immediately of any unavoidable changes
- If successful, artists will pay participation fee(s) promptly and in full using the online instructions. Artists may lose their place if payment is not made by any notified deadline
- Browser/card-basket bookings may need to be on first-come/first served basis, subject to available space.
- No other extra items can be brought to the Big Art of HVA-supplied without prior written permission.
- BAF set-up must be completed on Friday 16th, before the Preview Night, during the time window allocated by BAF organisers. Late arrivals will not be able to take part
- To hang/arrange their own work, which must be labelled and/or wrapped according to event guidelines
- To supply a complete list of work and other requested information on setup day
- Not to remove unsold work before BAF is officially closed on the Sunday afternoon
- To promptly remove all fixings from screens at the end of the event before packing, or removing work from the hall
- Entries that remain incomplete at application closing dates may be rejected at the discretion of the organising team. This includes content or other required information
- Registering interest is a commitment to take part if selected
- A £20 admin fee may apply to artists who register interest but do not meet other event commitments
- Cancellation after payment: (A) within 7 days of payment, full refund; (B) cancellation more than 7 days after payment, no refund
- There is no guarantee of sales
- Credit card payments handled at the sales desk will be subject to credit card fee deductions
- There is no commission on sales, however, successful artists may be asked to consider donating to HVAF
- Herts Visual Arts reserve the right to copy-edit/reformat submitted entries
- Herts Visual Arts reserve the right to accept/reject entries/content at their sole discretion. Our decision is final
- Entries received outside registration windows cannot be accepted

Big Art Fair: Application Guidelines 2021

- Herts Visual Arts has neither responsibility nor liability for any business/other transactions that may arise from an artist being a member of Herts Visual Arts or taking part in any of our events
- Herts Visual Arts is not selling nor will it sell or act as an intermediary for or on behalf of our artists. It is not advertising work for sale, it is managing the event itself
- BAF Online is an exhibition on the HVAF Website that forms part of Big Art Fair it is a display of work where the viewer must contact artists directly
- BAF online and in-person visitors must be able to contact you easily/directly via your Gallery page
- For BAF Online entries, artists must be prepared to sell/safely ship items within Hertfordshire or perhaps the UK
- For BAF Online, artists must be clear about postage and packing costs, delivery or collection expectations
- Artists are responsible for the accuracy and suitability of any statements they make or content they upload while taking part in the Big Art Fair
- Some aspects of this event may be subject to changes in COVID legislation and government guidelines outside HVAF control. As a result, guidelines, terms and conditions and the event itself may be subject to change without notice
- Artists will provide and use their own PPE that meets and COVID requirements or HVAF guidelines in place throughout the BAF period.

Sponsoring the Big Art Fair

We have good relationships with our sponsors and would like to expand our community engagement across Hertfordshire.

- Sponsorship and advertising rates/ schedules are available separately
- Please suggest/encourage any businesses you may know to advertise or sponsor this event. They can get in touch via vicechair@hvaf.org.uk. This may include galleries, art and craft shops, vintage emporiums, art course providers etc.

Insurance and the practicing artist

Herts Visual Arts insurance covers Herts Visual Arts events and day to day operation. It covers artist members when they are acting on behalf of or with the permission of HVAF – organising or taking part in events at the request of/with the knowledge of HVAF. It does not cover individual members for their own day to day business operations or actions in individual venues/businesses, or taking part in the Big Art Fair. We are coordinating the event, providing promotional activities and facilitating opportunities for our members. We do not manage individual artists

Make sure you are adequately insured with suitable personal/public liability and loss/damage cover to suit your personal circumstances. For more details, see:

<https://www.hvaf.org.uk/artists/documents/hva-insurance-status>

What information do I need to supply at some point in the application process?

Contact Details: including email and telephone number for admin purposes only

Bank Details: to enable HVAF to make payments for sold work

Name: as you wish to appear in the publicity materials

HVAF Gallery web address: may be included as a way to contact you

Big Art Fair: Application Guidelines 2021

Three-word personal description: describing you/your work (e.g. drawing, architecture, history; acrylic, landscapes, abstract)

On the day: a detailed list of work brought/hung/displayed. Format to be confirmed before BAF.

Helping Out: The Big Art Fair is organised by and for artists (see earlier similar section). If you can help on the day or beforehand, please let us know vicechair@hvaf.org.uk. BAF volunteer roles include:

- Being part of the project team
- Helping event setup on Friday
- Invigilation, taking payments/wrapping at the cash desk Friday Preview/Saturday/Sunday
- Leafleting before/during BAF
- Helping with clear-up after the close.

What happens after the Big Art Fair?

As you can imagine, there is a period of consolidation, review and analysis. The work to prepare individual artist accounts for payment is time-consuming and requires attention/detailed checking to ensure everything is processed accurately.

All sales payments will be via BACS/online banking (*with no other alternative*).

During July/August the team of volunteers will produce individual sales accounts and arrange payment.

BAF sales are the sum of:

- Cash sales - complete item prices
- Credit Card sales - Item prices minus a (small) bank fee as applied by the card service supplier

Actual payments will be the net value of:

- Any recorded BAF sales
- Minus any and all outstanding fees due to HVAF for any reason.

When the accounts have been completed and checked, each artist will receive

- An *email* statement of work
- Payment direct to their nominated bank account.

Car Parking

There is no long-term parking at the Town Hall, but more information on Hitchin car parks can be found here: <https://en.parkopedia.co.uk/parking/hitchin/?arriving=201803301730&leaving=201803301930>

For example, Lairage multi-storey car park is nearby (apparently free after 6pm and on Sundays)

<https://www.north-herts.gov.uk/lairage-multi-storey-car-park>

On hanging and collection day, there are a small number of bays by a side entrance that can be used to drop work off/load the car (only).

Hanging Day: Please unload your car promptly with the help of volunteers. Once your work is inside the hall, we ask that you quickly move your car to some longer-term parking before you hang your work to allow others to also unload.

Collection Day: Please park elsewhere in Hitchin while you prepare your work ready for loading. Once your work is ready and packed/stacked by the access door, you can go and get your car for loading.