



# PRESS RELEASE

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210725 Open Studios 2021 PR R1

## **HERTS VISUAL ARTS OPEN STUDIOS IS BACK FOR 2021**

Herts Visual Arts is bringing artists, artisans and art-lovers together for inspiration, discovery and a rich opportunity - art in the heart of our communities across Hertfordshire. Running now for more than 30 years, Herts Open Studios remains a popular and well-established part of the annual Hertfordshire art calendar. This year Herts Open Studios runs from 18<sup>th</sup> September to 10<sup>th</sup> October, with lead-in promotion from 11<sup>th</sup> September. It's Hertfordshire's largest county-wide art event with every venue free-to-enter, again delivering 3 weeks of live, in-person art. Visitors can enjoy everything from classical to contemporary, decorative to functional, figurative to abstract, wall-hung to 3D art.

Our recent successful and very busy Big Art Fair in Hitchin clearly demonstrated a great thirst for being out and about. We're delighted to be sharing our art with the world again and we know our visitors are ready too. Who's up for the adventure and exceptional opportunity to let our art unfold? Visitors can expect to be inspired by original artwork, prints and greetings cards. What can be more exciting than the chance to experience, or even perhaps purchase a special piece of art, direct from the artist? Let's get out there – what will you discover?

This year our hybrid event captures the best of both worlds. Artists will again be opening their studios, pop-ups and exhibitions to the public, free of charge with a special focus on local art trails and community collaborations that make visits even easier. Throughout Open Studios there are thousands of opportunities to meet artists, to enjoy and discuss their work.

The original In-Person Open Studios format is now backed by all the virtual capability developed in 2020, and we have artists taking part In-Person or Online. New web- and social media-based Virtual Open Studios features allow Open Studios to be enjoyed 24 hours a day, wherever the visitor might be: at home, on the road or at a venue.

Our website is an invitation for the whole of Hertfordshire (and beyond) to join our amazing celebration of the visual arts. Powerful, simple and effective searches allow viewers to explore trails via art media, Theme, location, opening day or other personal criteria. A special section includes live information, featuring up to the minute news from around the county, collated from Social media. Would you like a personal virtual appointment with one of the Open Studios Artists? Just get in touch via their Gallery

page to arrange an appointment. Want to see working studios? There will be plenty of in-person options and also video studio tours to browse. Want to find out more about an artist? Again, biographies and meet-the-artist videos are a simple and informative way to start.

2021 features the daily Themes that proved so very popular in 2020 when they were introduced. Our artists take this inspiration to present or discuss different aspects of their art practice with daily Flipbooks, videos, live Social Media streams and on-line exhibitions. To illustrate just three of this year's 23 Themes, we nod to the Olympics with Going for Gold, expect visitors to enjoy Small Pleasures, or perhaps spend some time with Reflections.

Finding an Open Studio is simple. Use our website and re-designed online e-Brochure to plan your visits before you set out. On the street, just look for yellow bunting, direction arrows and banners outside venues. Our yellow pavement branding is like a friend to welcome you at the gate, saying come on in.

“With many new artists joining our event alongside long-standing participants, there is just so much to explore.” said Herts Visual Arts Chair, Sally Taylor, who continued “It’s wonderful to see the excitement already building, as our artists prepare to open their doors in September. We look forward to welcoming all our visitors – In-Person and Online.”

[www.hvaf.org.uk](http://www.hvaf.org.uk) *‘More creativity, more fun, more buzz, more laughter in our lives’*

## **About**

Herts Visual Arts is the largest county-wide volunteer run organisation for amateur and professional artists and makers in Hertfordshire. An annual programme includes members meetings, exhibitions, Art Showcases, the Big Art Fair and Herts Open Studios.

Many join simply to be part in Open Studios each year – but there is so much more to the excellent value annual membership (currently just £45 per year)\*.

Benefits of annual membership include a gallery on the HVA web site, social media promotion across HVA platforms and a PRIVATE Facebook group to connect with other members. There’s also access to opportunities and a full annual programme of meetings and events, just for members. Newsletters, including our new Quarterly News ‘magazine’ include news, opportunities and exhibitions across Hertfordshire, as well as hints, tips and articles on Open Studios, marketing and more. Members can also promote their workshops, classes, exhibitions and publications and contribute to the newsletter itself.

Non-members can sign up to our newsletters Free of Charge via a form at the end of any page on our website.

Sponsors can also take advantage of a number of opportunities to engage with the Hertfordshire art community: <https://www.hvaf.org.uk/news>

\*Registration for Open Studios and some other events is not included in the cost of membership.

## **September/October 2021: Herts Open Studios 2021**

Herts Open Studios is Herts Visual Arts annual flagship event, when artists open their doors to visitors. There is a comprehensive advertising and sponsorship offering.

The easiest way to join HVA is online

Web: [www.hvaf.org.uk](http://www.hvaf.org.uk)

News: <https://www.hvaf.org.uk/news>

Social Wall: <https://www.hvaf.org.uk/social> #HertsOpenStudios #HertsVisualArts

Twitter: @HVAF

Facebook: @HertsVisualArts

Instagram: @HertsVisualArts, @HertsVisualArtsChair

YouTube: Herts Visual Arts

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