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PRESS RELEASE

Herts Visual Arts January Members Conference 2021 goes Virtual

18th January 2021

Herts Visual Arts popular January Members Conference is back for a 5th successive year. This year it's all on-line with 4 exciting streams: sustainability, wellbeing, digital skills, the business of art.

Started in 2017, our conference gets the art year started, and this year is no different to previous years - we plan to make 2021 one to remember for all the right reasons.

With 100 on-line places available on 18th January, it's free for members. We would really recommend taking part, especially if you haven't attended one before.

This highly interactive and participative event is a great opportunity for our creative community to come together and support and inspire each other. In these times of change we want to look at how we can work together - to create opportunities and build a better, more flexible future for the creative community in Hertfordshire. We're also delighted to feature a number of guest speakers.

2020 was a difficult year for many, so in 2021 we are continuing our mission to support all our members on their art journey, including digital skills. Our focus this conference is around 4 core themes: wellbeing, sustainability, digital skills and managing your creative business. It will include contributions and perspectives from Herts Visual Arts as well as members who are theme-specialists. Confirmed (so far) guest speakers also include Esther Lafferty (Director, Oxford Art Weeks), Rosie Scares (social media expert/consultant) and Jo Askham (arts and wellbeing consultant).

Not just a listening event, our annual conference is a chance to connect, learn, inspire and get ready to embrace new opportunities ahead. From presentations, shared video/content, expert-led discussions, breakout rooms, chat and on-line question/answer – there's bound to be something for everyone. Full details, running order and speakers are being finalised and will be confirmed closer to the day, and are published on our web site.

Moving on-line for September 2020's Open Studios paved the way for more on-line events that support member's art journeys and also our 2021 calendar, as we continue to bring art into the heart of our communities. Our members are professional and amateur visual artists, makers and

designers who share their work, studios, workshops and exhibitions via a full and exciting range of online offerings, supported by deep and flexible on-line search capabilities.

“2021 marks our 5th annual conference, where members connect, support and also importantly have their say about how Herts Visual Arts continues to develop into the future.” said Herts Visual Arts Chair, Hillary Taylor, who continued “it’s another example of the three core ways Herts Visual Arts aims to support our members journey. We want everyone to feel connected and supported, to grow digital skills and experience opportunities for wider visibility. Going virtual makes it easier for our members to take part and even easier for our guest specialists to lead conference segments”

Although our Conference is for members only, it’s easy to join Herts Visual Arts and take full advantage of all member benefits that include networking, events and on-line galleries. Membership for 2021/2022 is now open and artists can find out more/join here: <https://www.hvaf.org.uk/artists>
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 artists 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, with senior concessions available).

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. A monthly newsletter includes news, opportunities and exhibitions across Hertfordshire, as well as hints, tips and articles marketing and more. Members can also promote their workshops, classes, exhibitions and publications and contribute to the newsletter itself. 2020 has seen significant additional member benefits added to our web site, including virtual events, Themes and more.

Non-members can sign up for our newsletter.

*Registration for Open Studios and our Makers/Art Fairs is not included in membership, and full membership must be taken out to take part in our events.

24th November 2020 - February 2021: Winter Exhibition <https://www.hvaf.org.uk/latestshow>

18th January 2021: Members Conference <https://www.hvaf.org.uk/our-events/members-conference>

20th/21st March 2021: Makers Fair <https://www.hvaf.org.uk/our-events/makers-fair>

16th-18th July 2021: Big Art Fair. <https://www.hvaf.org.uk/our-events/big-art-fair>

September 2021: Herts Open Studios <https://www.hvaf.org.uk/our-events/herts-open-studios-2021>

The easiest way to join HVA is online: www.hvaf.org.uk

Twitter: @HVAF #HertsOpenStudios

Instagram @HertsVisualArts

Facebook: @HertsVisualArts

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