



Herts Christmas Showcase

November 2021 Press and Event launch

2021 has certainly been different, but it's brought into even stronger focus the wide-ranging benefits of the arts: creating, experiencing, enjoying. Browsing and shopping on-line, and a renewed desire to support local communities are both truly here to stay.

Launching on the 19th November and running through to the end of December, our Christmas Showcase takes full advantage of our website, our artists' Galleries, videos, themes and social media features.

With this in mind we're inviting the whole of Hertfordshire (and beyond) to join our seasonal visual arts celebration where we bring artists, artisans and art-lovers together to support and promote our independent, small, local businesses.

What can you, the on-line visitor, see? From the comfort of your own home, or wherever you might be, browse the work of our vibrant artist community. Be inspired by the skill and variety of work on show: wall art, sculpture, textiles, ceramics, glass, jewellery, artisan-made gifts, homewares, decorative and functional items, cards and stationery, and so much more. Perhaps you'll find something you need, unique treats, or gifts for yourself or someone else.

Artists will also be posting about their work on Instagram and Facebook, so it is entirely possible to have a new adventure every day. Follow [#HertsChristmasArts](#) for up-to-the-minute content, with a special focus on social media stories and video. Some specific event dates include:

19th November: Christmas Showcase Video and Flipbook launch

27th November: (from 4 pm) Special Christmas Showcase Live across social media

5th December: (from 5.30 pm) Special Christmas Showcase Live across social media

[#HertsChristmasArts](#) is fully accessible on phones, tablets, computers or other internet-connected devices.

[#HertsChristmasArts](#) pulls visitors into our social media wall of live information with up-to-the-minute collated news.

We're bringing art into the heart of our communities. With no physical restrictions on venues, opening times or travel, we can share our artists' responses to the season via an exciting range of on-line experiences.

Looking for something special? Want to get to know an artist or see them at work? Viewing our artists' Live presentations is a great starting point – a great opportunity to view art in the moment. You can also experience their creative process through videos on the artists' on-line Galleries where finished pieces are also on display. Plus, our social media provides an instant connection to our artist community.

Herts Visual Arts, Press Release

Purchasing art direct from an artist is always special and we expect our visitors to see work that they love and want to buy – it's very easy! Simply get in touch with the artist whose work you covet and arrange a safe transaction. From greetings cards through to prints or original statement pieces, there's bound to be something for every pocket and taste.

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.

Annual membership is currently just £45 per year, with senior concessions available. Benefits include a Gallery on the HVA web site, social media promotion across HVA platforms, a PRIVATE Facebook group to connect with other members, and monthly newsletters which include news, opportunities, hints, tips, articles and more. Non-members can also sign up for our newsletters.

Some key dates are:

- **19th November – 31st December 2021:** Christmas Showcase
 - #HertsChristmasArts
 - <https://www.hvaf.org.uk/our-events/christmas-showcase>
- **January 2022:** Members Conference
 - <https://www.hvaf.org.uk/our-events/members-conference>
- **15th – 17th July 2022:** Big Art Fair.
 - #BigArtFair
 - <https://www.hvaf.org.uk/our-events/big-art-fair>
- **10th September – 2nd October 2022:** Herts Open Studios
 - #HertsOpenStudios
 - <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

Press contact: marketing@hvaf.org.uk

Press Release by Sally Taylor: chair@hvaf.org.uk