



BOOK ON, TAKE PART, BE A MEMBER

Last year our AGM was the best attended to date, better than any previous AGM for the last 30 years. We had over 60 members logging in to our online meeting. This year we are sure we will have a vibrant and buzzing AGM again. Book the date in your diary; watch out for your invitation e-newsletter to land in your email inbox, and let us know you will be there.

Like all Annual General Meetings there is the 'business' side of things and the legal element when we elect volunteers into the different roles of the Organising Group (OG). This year there will be a change as we will be saying "Good Bye" to our Chairperson of the last 4 years. Hillary Taylor will be standing down and a new Chair needs to be elected.

For this year's event we have invited a guest speaker to share with us his experiences of running Open Studios events in Warwickshire. I think it's going to be great to understand how other artists have coped with the challenges they have faced. Of course, at the moment we are not too sure what will be happening in 2021, but as lock-down lifts we hope to offer in-person meet-ups and mini exhibitions as well as some online events - we have become pretty good at digital over the last year or so.



FEATURED ARTIST - PAGE 4

Do your fancy being our featured artist? Taking part is easy - just send us three high resolution photographs of your work, a profile photo and 250 words of text; each issue we hope to include information about one of our members.

WWW.HVAF.ORG.UK/ARTISTS

NEWS LETTER

ISSUE NO.2 SPRING '21

IT'S ALL ABOUT EVENTS!

WELCOME TO YOUR 2ND NEWSLETTER

The first issue of our Newsletter went down a storm with people downloading it from our Website and hundreds accessing it through email. We are so pleased that it is being well read.

In this issue we are talking all things 'Events' as we start to plan our summer and autumn activities. There are so many opportunities to offer our members and we hope too that we can continue to grow as an organisation through 2021.

As well as plenty of events for new and existing members such as the Big Art Fair and Open Studios, we will be hosting online training for members and are looking to develop some 'Live' Artists in Conversation through our Social Media too.

We appreciate that there is much we don't know yet about what will become normal, but hope our mix of online and in-person events will all go ahead.

DATES FOR SUMMER AND AUTUMN '21

- May 25th: **New Member Training (2 - 3pm)**
- June 14th: **Members' event and AGM**
- June 17th - 20th: **Living Crafts Showcase**
- July 16th - 18th: **Big Art Fair**
- July 7th: **New Member Training (7 - 8pm)**
- September: **Open Studios**
- November/December: **Christmas Showcase**

MARKETING YOUR ART - PAGE 5

Each issue we will be looking at ways we can promote our artwork, this issue is a glimpse of using Instagram as a promotional tool.

IN THIS ISSUE...

As you have probably guessed by now, our quarterly Newsletter is growing. Not only does it focus on upcoming events our members can get involved with, but also looks at advice and tips provided by our members. If you would like to contribute, please email your article to newsletter@hvaf.org.uk. Unfortunately there are no guarantees your words and pictures will be included - but they may well be!

PAGE 1: ABOUT THE AGM

PAGE 2: NEW MEMBER TRAINING

PAGE 3: THE BIG MAKERS FAIR REVIEW

PAGE 4: FEATURED ARTIST

PAGE 5: MARKETING YOUR ART

PAGE 6: LOCAL AREA MEETINGS

PAGE 7: PRACTICAL ART ADVICE

PAGE 8: 2021 EVENTS

PAGE 9: 2021 EVENTS

PAGE 10: SPONSORSHIP DEALS IN HVAF

PAGE 11: WHO'S WHO

PAGE 12: GREAT REASONS TO BE A MEMBER

NEW MEMBER TRAINING

Our first new member training sessions are now planned into our HVAF Diary. Limited to 25 members per session, with bookings on a first come - first served basis, every member will be given the opportunity to join in. During these sessions we will be explaining how the Website works, introducing the Organising Group and what is happening in HVAF across the county for members to get involved in: from local monthly meetings to county-wide art events and much more.

Being a member of HVAF is exciting, with lots of opportunities and information. Sometimes this can all seem rather confusing and complicated. With this in mind, we will be explaining during our sessions how you can get the best out of your membership.

Watch out for the e-newsletter coming into your inboxes to find out when you can book on. Places are limited for each of the sessions so that we can fully answer any queries and provide practical help. Don't worry if you miss a session as we are planning to host them every couple of months.

Existing members will be able to book on too so that you can refresh your memory of how things

work, or learn about some of the new opportunities available.

To start with both our Chair and Vice-Chair will be running these events. But we hope other members of the OG will join in too, sharing their knowledge and expertise.

WHAT'S INCLUDED

Items discussed during the sessions will include:

- How your membership works
- The membership year and what to expect
- How to prepare and upload images to your online Gallery

- Taking part in events and the benefits they give
- Becoming involved in your area by attending the area group meetings
- An introduction to the OG team and what they are about.

DATES FOR YOUR DIARY

The sessions will be run via Zoom.

To get the best out of the training, you will need a good internet connection with a connected speaker and camera.

May 25th 2 - 3pm
July 7th 7 - 8pm



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BIG MAKERS FAIR

REVIEW 20TH - 21ST MARCH ONLINE

OBJECTS OF DESIRE

A month long event with a special Live weekend in the middle made the Big Makers Fair a truly unique event.

On Friday 19th March, during our Private View, artists showcased their beautiful products either as 5 minute presentations or as 'Artists in Conversations' - a new feature, which was a great hit with audiences and attendees alike.

There were ceramics to swoon over, textiles to amaze us and artworks of all shapes and sizes - printing, painting, illustration and even an animated Plasticine tiger made an appearance.

A talented and committed group of HVAF members worked hard to bring this event to life, allowing all members to share their amazing and wide-ranging art.

The Live events generated a lot of interest too. The Private View had over 40 people attend on Zoom with a further 764 views to date on the Facebook group. Saturday had by far the largest number of people seeing our Live presentations with 1085 individual 'watches'. Sunday saw a further 690 people tune-in either live or later to catch our unique 'Artists in Conversations' or Live presentations.

A huge thank you to all the artists who took part, came out of their comfort zone and presented spectacularly beautiful 'Objects of Desire'.

Artists who want to take part in our next event, but are not yet members, can easily join Herts Visual Arts. They can then take full advantage of all member benefits, including networking, exhibiting at events and sharing online Galleries.

Membership for 2021/2022 can found on our Website: www.hvaf.org.uk/artists



Big Makers Fair Video



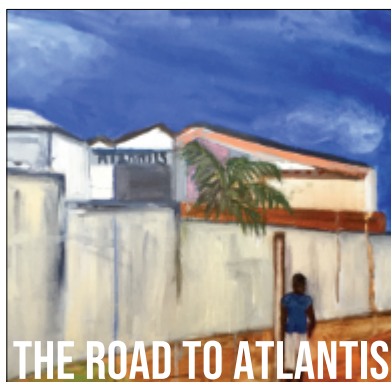
Some of the artists and delegates at our Private View

FIND OUT MORE

WWW.HVAF.ORG.UK/OUR-EVENTS/MAKERS-FAIR



FEATURED ARTIST – HENRIETTE BUSCH



I am a painter and digital artist.

My art is split into 2 categories – abstract expressionist and figurative. I love working in both styles, and often have several canvasses on the go at the same time.

My style is painterly and I use brush marks as a means of expression in my paintings, and they are part of the evolution of a piece of work. Mark making, together with intense colour, are an integral part of my paintings because they convey emotion and meaning, rather than reality. My abstract work is more about movement and journeys, whereas my figurative work is

about particular memories of places, houses and people.

I like going from completely unplanned abstracts to a planned figurative painting because this allows me to be more spontaneous and intuitive, following my instincts and not let rules get in the way – playing with paint, mark making and composition until it feels right, whereas a figurative painting

needs planning and proportion checking and is on the whole more challenging to me, and therefore more rewarding when it works.

In my paintings I work with all media, grounds and sizes, although I prefer working either quite small or quite large. In my digital art, I use different images - collage, parts of paintings and photographs to create unique and exciting work.



- www.henriettebusch.com
- www.instagram.com/buschhenriette
- www.facebook.com/henriette.busch.1
- www.britishwomenartists.com/users.php?view=2509

WWW.HVAF.ORG.UK/GALLERIES/HENRIETTE-JETTY-BUSCH

WELCOME TO OUR NEW MEMBERS

WE ARE DELIGHTED TO WELCOME THE FOLLOWING CREATIVES INTO HERTS VISUAL ARTS.

- | | | |
|-------------------------------------|----------------------------------|------------------------------|
| • ANGELA ROBERTS - EAST HERTS | • HAZEL SALMON - THREE RIVERS | • RADHIKA KUJAL - ST ALBANS |
| • BERNADETTE DUNTHORNE - EAST HERTS | • JAMES HOLLIS - LONDON | • ROSEMARY YANG - EAST HERTS |
| • CARLA VALENTE - DACORUM | • MARILYN COMPARETTO - STEVENAGE | • VANESSA HASTINGS - DACORUM |
| • FRAN HALE - NORTH HERTS | • MEGGIE NIKOLIC - ST ALBANS | • SUE HARTGA - NORTH HERTS |





MARKETING YOUR ART - INSTAGRAM

A proven way to promote your creativity is to use Social Media. Free to download onto your mobile device, once set up, you can start to posting your art regularly to connect with your customers.

The benefits of a little time and effort can be very rewarding. In this article we're going to explore some of the benefits of using Instagram and some of its features.

Instagram is an application that's used on a mobile device such as a phone, iPad or a Notebook and is a great way of sharing and promoting your artwork.

With over 800 million active monthly users and with 68% connecting with brands you can see it's a very powerful tool.

You can share pictures, videos and text, plus there are some extras we can use such as 'stories' and 'reels'.

GROW YOUR AUDIENCE

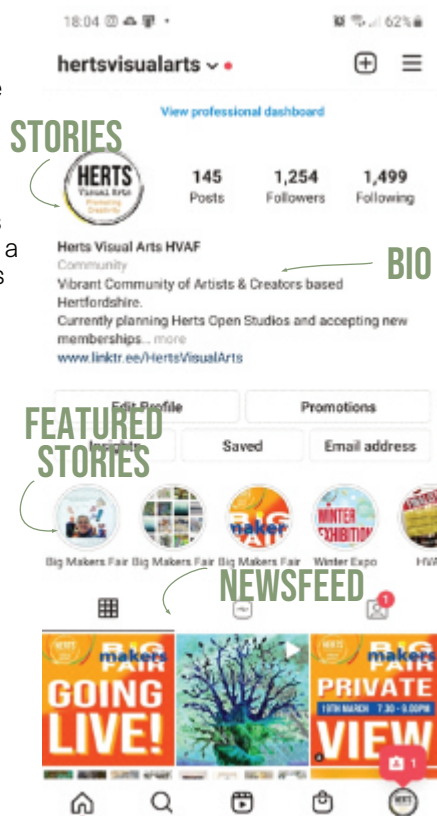
It takes time for your Instagram account to grow its followers.

Think big and start your account with some excellent content with mesmerizing photos of your work and with videos such as work in progress or time lapse animation (there are apps to help you do this). Growing your Instagram account is a gradual process, once you get into the rhythm it becomes easier to gain followers.

Social Media is all about sharing. The minimum activity is to 'like' a post. Comments increase a post's importance making it more likely to be shown in followers' feeds. If someone comments on one of your posts, then respond even if it's with just a thank you - this will affect the growth of your account.

STATISTICS

A business page is useful as it tells you how many 'likes' your posts are getting, plus the number of people you are reaching.



Understanding your followers is key:

- the time of day people are viewing your posts,
- the day of the week,
- the age range of your viewers,
- whether they are male or female.

This information helps develop a picture of who enjoys your art, important when considering a marketing campaign and targeting specific types of customers.

You can send your visitors to your Website very effectively by providing links in your Bio, where the potential customer can gain a better understanding of you as an artist.

NEWSFEED & STORIES

The screen you see when viewing your profile is your Newsfeed, a key part of your account showing the images you have posted.

Stories are short sequences of images and videos; you can add graphics, animated images and text to these. Stories can be stored in your 'Highlighted Stories' accessible just above your Newsfeed, and grouped in any way you wish.

ADVERTISING

Like other Social Media portals Instagram offers the option of content promotion. The Instagram audience is very receptive to adverts - a powerful tool helping users convert followers into customers.

SUMMARY

Instagram has been immensely successful in tapping into creative lives. It is free to download to mobile devices and offers opportunities to know and target your audience.

There is so much more to marketing your art than the insight shared here.

Easy first steps which you can act on straight away;

- Set up all your Social Media accounts with the same user name and profile picture if you can.
- Post regularly – every day for Instagram and Facebook.
- Post a variety of images People want to know about you, so consider images of where you create, action shots and work in progress as well as completed work.
- Review the statistics of what people enjoy, and repeat the same type of posts.
- Like, comment and share other people's posts.

START HERE

WWW.HVAF.ORG.UK/ARTISTS/DOCUMENTS

LOCAL AREA MEETINGS

2020 was the strangest of years, but in some ways a year where we learnt that being able to adapt was the best approach. We have all missed meeting up in person & I am hopeful that this year we will be able to find suitable venues, but in the meantime Zoom is the way forward.

The benefit of digital meetings is travel isn't an issue, which means you can 'pop-in' to any of the area meetings, meet other members, and find out what's going on around the county. Hopefully we will see you in person soon, but until then, through the computer screen.

SOUTH WEST HERTS/NORTH LONDON:

swherts@hvaf.org.uk

Was 3rd Tuesday, 8pm, The Stag Pub, Chorleywood

HERTFORD/CENTRAL/EAST HERTS:

eherts@hvaf.org.uk

Was 1st Tuesday, 2.30pm, Mudlarks café, Hertford

HARPENDEN/ST ALBANS:

harpenden@hvaf.org.uk & stalbans@hvaf.org.uk

Was 3rd Wednesday, 2pm, Skew Bridge Pub, Southdown

ST ALBANS AREA:

Vacancy for Area Coordinator

BARNET/N LONDON:

Vacancy for Area Coordinator

DACORUM:

dacorum@hvaf.org.uk

Facebook group - Herts Visual Arts Dacorum. Zoom meeting dates to be confirmed.

A1M GROUP:

welwynhatfield@hvaf.org.uk & nherts@hvaf.org.uk

North Herts plus Welwyn/Hatfield share the A1M Facebook group, with meet-ups in the first half of the month. The next meeting for 2021 is via Zoom on 14th June Feb at 7.30pm.

TEXTILES GROUP:

textiles@hvaf.org.uk

A very active group with regular meetings, exhibitions, and more. Please get in touch if you would like to be part of this.

PRINT GROUP:

Laurence Hartley manages 'Hertford Print Cafe' on Facebook. Was 1st Tuesday of each month 10am at Bebo's in Hertford.

FIND OUT MORE

WWW.HVAF.ORG.UK/ARTISTS/LOCAL-AREA-MEMBERS-NETWORKING

BECOME A COORDINATOR!

It is important that everyone knows the plans for all of our amazing activities through the year.

Many of the areas around the county are represented by an coordinators who act as the main point of contact for local members. They have their fingers on the pulse of the Organising Group, keeping in touch with members, and share information.

All area coordinators are welcome to attend our monthly Organising Group meetings, currently being held on Zoom on the last Monday of the month at 6pm. If you would like to find out more, please contact enquiries@hvaf.org.uk

BEHIND THE SCENES

Join the chat in our Private HVAF members only Facebook group, be part of our support group on Instagram, chat with members in Twitter - there are so many ways of finding out what's going on around the county, so many opportunities to meet, connect and share.

Follow the story on Facebook, Twitter (@HVAF) and Instagram @hertsvisualarts @hertsvisualartschair



Photo by Brett Jordan on Unsplash

PRACTICAL ADVICE

CAN YOU AFFORD TO THROW MONEY AWAY?

One of the great advantages of painting with acrylics is that they dry quickly (compared with oils), but in hot weather this can be an issue.

It makes sense to keep the tubes away from heat sources - whether direct sunlight or a

radiator, either places will dry the paint in the tubes. You should also make sure you close the lids securely.

There is nothing so frustrating as preparing to paint and finding that your favourite colour is now rock solid in the tube.

When that happens there is no recovery.

This is a lesson I've learnt the 'hard way' (sorry) and as summer is getting closer it will become more important to think about how to store your paints.

A word of warning: don't put your acrylics in the fridge to keep them either in or out of the tube. The temperature there is too cold and will interfere with the way the paint is made.

www.hvaf.org.uk/galleries/val-lawson

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SAOLA

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WWW.HVAF.ORG.UK/ARTISTS

2021 EVENTS: CALL FOR ARTISTS



#LivingCraftsShowcase



LIVING CRAFTS 17TH-20TH JUNE 2021

Living Crafts at Hatfield House is back in 2021 after last year's pause. As usual we have a marquee over the 4-day event. It's a fantastic opportunity for our Members (and HVA) to demonstrate their skills and sell their work. 6 artists per day can take part. A power socket will be provided in the marquee, with 6 tables/chairs (one per artist per day). HVA will provide branding - banners, flags and information.

While historically we have had 6 artists per day (and those are the figures in the booking form), please be aware that we may need to revise that number, depending on COVID requirements and any guidelines produced by Living Crafts.

It's free of charge to take part, but registration is essential and we do ask that everyone helps with set up, take-down and promotion. Living Crafts (who are providing everything to us for free, an amazing offer) ask that we demonstrate throughout the 4 days. They also ask for just 15% commission to Living Crafts for any sales.

Information about taking part is included in the Eventbrite registration and is also being uploaded to the 'For Artists' section of our Website, so keep checking here:
www.hvaf.org.uk/artists/living-crafts-showcase.

Register by mid-May: Just follow the link below to register via Eventbrite and be part of this amazing event. You will need to complete some questions and agree to event terms and conditions. Once registered, our Living Crafts Coordinator will be in touch to finalise arrangements.

If you'd like to help deliver any of our events, learn new skills and make new friends, just email vicechair@hvaf.org.uk.



#BigArtFair



BIG ART FAIR 16TH-18TH JULY

Our Big Art Fair has become a major Herts event, and with lockdown easing we are delighted to be able to confirm that it will go ahead this year, in the middle of the Hitchin Festival.

While it is likely that we may need to reduce the number of tables (from 16 in previous years), we plan to have 44 screens.

Information about taking part is being uploaded to the 'For Artists' section of our Website, so keep checking here:
www.hvaf.org.uk/artists/big-art-fair.

- Early May: Information about taking part, including pitch fees, will be uploaded to the For Artists section of our Website, so keep checking the Website
- Early May: A Call for Artists, with registration information links
- 2D artists - think about what you would like to exhibit on a 2m wide screen
- 3D artists - how will you set out your work on a 2m table (provided for the event).

If you'd like to help deliver any of our events, learn new skills and make new friends, just email vicechair@hvaf.org.uk.

SIGN UP HERE

WWW.HVAF.ORG.UK/ARTISTS

2021 EVENTS: CALL FOR ARTISTS



'It's important to give the general public a chance to meet and chat to artists.'

Whilst keeping an eye on government changes to COVID restrictions, we are hopeful that members will be holding various events during September for Open Studios.

We are looking at different options rather than a full printed brochure such as an online, downloadable brochure that will be available to view on our FlipBook bookcase

Artists wanting to produce their own promotional material will find resources on our Website.

- Think about what you might want to do during Open Studios
- Get in touch with other artists in your area, maybe pool resources, find pop-up shops, arrange an exhibition
- Look at OS support information already in our For Artists area on our Website: OS pages, text, risk assessment, insurance plus marketing materials.

To look at our help and resources from 2020, including advice for artists, planning your event and more, just log in to the Website www.hvaf.org.uk/artists/herts-open-studios/help-and-resources.

- The bookcase at: fliphtml5.com/bookcase/jznwg
- Trails and our videos on our YouTube channel.

If you'd like to help deliver any of our events, learn new skills and make new friends, just email vicechair@hvaf.org.uk.



SIGN UP HERE

WWW.HVAF.ORG.UK/ARTISTS/HERTS-OPEN-STUDIOS

SPONSORSHIP PACKAGES

We are looking at ways of improving what we do, and one way is to develop links with local businesses. Over the last few years you will have seen advertising in our Open Studios' brochures plus sponsors attending events such as the Big Art Fair and the Big Makers Fair. By building these relationships, we are fostering art in the community, sharing our art more widely and adding benefit through more people knowing about our members and their work.

WEBSITE SPONSOR £300/ PER YEAR (April - March)

This sponsorship package allows for a business logo to be visible on the home page of the HVAF Website, with a hyperlink through to the sponsor's own Website, situated at the footer of our website where there is space for 6 sponsors logos.

EVENT SPONSOR @ £250

HVAF runs a number of events throughout the year, and has been able to promote these in the business community. What's included:

- Logo on our event brochure/ FlipBook
- Participation in Sponsor's Choice Award
- Attendance at the Private View
- Featured in our Social Media

EVENT SPONSOR @ £25

In this package, the sponsor's logo is positioned within our digital FlipBook.

E-NEWSLETTER SPONSOR

Our e-newsletter will benefit from having sponsors and advertisers.



The Big Art Fair 2020 Sponsors Award



The Big Makers Fair 2021 FlipBook

QUARTERLY NEWSLETTER ADVERTISING PRICES

FULL PAGE: £100 / ISSUE

260 x 200 mm portrait style. Full pages are placed randomly within the quarterly Newsletter.

½ PAGE: £75 / ISSUE

Pages are split horizontally, 125 x 200 mm.

¼ PAGE: £45 / ISSUE

Portrait spaces 130 x 100mm. Randomly placed within the publications.

DIRECTORY: £20 / ENTRY

An ideal opportunity to promote your business to HVAF members and others. For a directory entry text and images should be supplied as a graphic.

Images to be minimum 300 dpi (print) / 800 pixels (web)



The Big Art Fair 2020 Sponsors Award

SIGN UP HERE

WWW.HVAF.ORG.UK/SPONSORS

ADVERTISING

¼ PAGE
130 X 100 MM

ADVERTISING SPACE

Images need to be 300 dpi high resolution and fit within the specified dimensions given.

DIRECTORY
90 X 20 MM

½ PAGE
125 X 200 MM

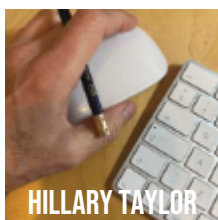
FULL PAGE
260 X 200 MM

WHO'S WHO IN HVAF

The Organising Group (OG) meet every month to plan, organise and support Herts Visual Arts members and artists, by managing the finances, sharing skills, connecting with area coordinators, brainstorming ideas for future events, and more.

With expertise in business development, marketing, branding as well as different art mediums the OG is a fun and committed group.

If you would like to get involved, please contact the Vice Chair at vicechair@hvaf.org.uk letting us know what areas you would like to get involve, for example: Social Media posting, copy editing etc.



HILLARY TAYLOR



SALLY TAYLOR



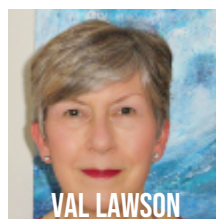
LAURA DUNMOW



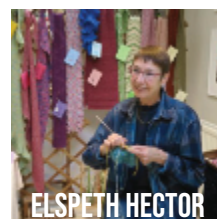
SUSHEEL RAO



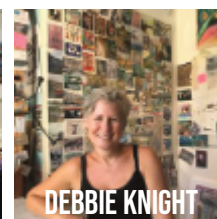
ANNA SCHOFIELD



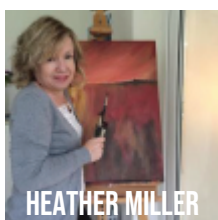
VAL LAWSON



ELSPETH HECTOR



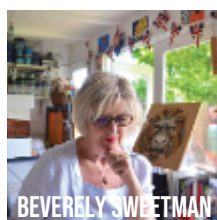
DEBBIE KNIGHT



HEATHER MILLER



GAYE DANIELS



BEVERLY SWEETMAN



LINDA GIFFORD

SIGN UP HERE

WWW.HVAF.ORG.UK/ABOUT/ORGANISING-GROUP

WHO CAN JOIN HERTS VISUAL ARTS?

WE WELCOME ALL ARTISTS AND ARTISANS LIVING AND/OR WORKING IN OR NEAR HERTFORDSHIRE.

SCULPTORS, PAINTERS, GLASSWORKERS, PHOTOGRAPHERS AND MUCH MUCH MORE.

WITH NO MINIMUM REQUIREMENTS, WE PROVIDE A SPACE WHERE MEMBERS CAN CREATE AND GROW, SHOW THEIR WORK AND GET INVOLVED WITH OTHERS.

5 GREAT REASONS TO BE A MEMBER OF HVAF!

With annual membership (1st April in any calendar year to March 31st the following year) only £45 for 2021-22.

Excellent value for money with so many opportunities to expand your creative world.

1. NETWORK AND COLLABORATE

As a member you can network, collaborate and reap the benefits of being part of our thriving creative community. From local area meet-ups, through member-led meetings to HVAF-led events, there are so many opportunities.

2. MEMBER-ONLY EVENTS

Starting from our Annual Conference in January through to our Christmas Showcase in November/December, there are plenty of events for members to take part in. See our online event calendar to find out more.

3. NEWSLETTERS

Monthly digital news as well as our new quarterly Newsletter, featuring events, workshops and more...

- Latest news and opportunities
- Promote your workshops, classes, exhibitions
- Marketing tips from our Marketing Coordinator, helping you get the best from our Website and your Social Media
- Members articles and news (just send to online@hvaf.org.uk).

4. HERTS VISUAL ARTS WEBSITE

The hub of membership featuring all our news and opportunities, as well as help guides and members only documents. Membership also gives you a personal online Gallery, making you very easy to find on the Internet with most of our artists appearing towards the top of Google searches via www.hvaf.org.uk. The Website provides:

- An incredible database of Herts artists
- Herts Visual Arts Gallery pages with space for 15 images and 3 videos
- Social Media links to Facebook, Twitter, Etsy and Instagram
- Artists bio and contact details
- Links to your own Website
- Listings of your own workshops and exhibitions (virtual and actual), which appear on our Website.

5. SOCIAL MEDIA

Look out for and join in with our hashtags [#hertsvisualarts](#) [#hertsopenstudios](#) [#hertschristmasarts](#) and other event hashtags for special events.

- On our Facebook page we promote our artists and events to the public with video, sponsored adverts and more.
- For members only, our PRIVATE Facebook group is a space for networking, ideas and where members connect
- On Twitter [@HVAF](#) - you'll find a little community of members
- On Instagram follow [@HertsVisualArts](#) and we also have the [@HertsVisualArtsChair](#) account too.

SIGN UP HERE

WWW.HVAF.ORG.UK/ARTISTS/JOIN-MEMBERSHIP-BENEFITS

