



HERTS
Visual Arts
PROMOTING
CREATIVITY

NEWS LETTER

WWW.HVAF.ORG.UK

ISSUE NO.6 **SUMMER**

IT'S FOR YOU !

HERTS OPEN STUDIOS --- 2022

**MARKETING YOUR
ART WITH IMAGES**

**I REALLY LIKE THIS -
HOW MUCH IS IT?**

OPEN STUDIOS 2022

IN THIS ISSUE....

Issue 5 was our foray into producing a glossy magazine style newsletter. Produced in a handy A5 size, the publication was made available across all of Hertfordshire via our wonderful Area Coordinators. You can download a pdf version from our Website, or view a fabulous 'page-turning' style newsletter on our digital bookcase. In this issue we have:

PAGE 4: WELCOME TO NEW MEMBERS

PAGE 6: PROCESSES IN ART

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WHO CAN JOIN HERTS VISUAL ARTS?

We welcome all artists and makers living and/or working in or near Hertfordshire. Our members include Sculptors, Painters, Glass Artists, Fine Artists, Photographers, Textile Artists and many, many more creatives.

We provide a space where Members can create and grow, show their work and get to know each other, with no minimum requirements.

5 GREAT REASONS TO BE A MEMBER

1. NETWORK AND COLLABORATE
2. MEMBER-ONLY EVENTS
3. NEWSLETTERS
4. OUR WEBSITE
5. SOCIAL MEDIA

FIND OUT MORE:

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

DIARY DATES

- **June 13th** – Annual General Meeting
- **July 15th** – 17th the Big Art Fair
- **July 25th** – Hints & Tips Session
- **Sept 10th** – October 2nd :
Herts Open Studios
- **Sept 25th** – Hints & Tips Session

PUBLICATION DATES

All information including article, and images to be emailed to news@hvaf.org.uk

July: Compile Issue 7

Aug: Deadline for copy 10th

Sept: Issue 6 published

Oct: Compile issue 8

Nov: Deadline for copy – 10th

Dec: Issue 8 published

FIND OUT MORE:

WWW.HVAF.ORG.UK/OUR-EVENTS



WELCOME

Continuing with our theme of being on an art journey, this newsletter builds and explores art through our events including our annual Big Art Fair and our flagship county-wide Open Studios. This issue also looks at our art processes, how we create and how we sell. We have stunning articles by Members Paul Hillary who shares with us his creative thinking, and Val Lawson giving us a glimpse of how to handle the potentially daunting task of pricing our work.

Living Crafts Showcase was a wonderful event this year, with the weather beaming down on us and also doing its best to dampen our spirits! We were bursting creativity and enthusiasm, demonstrating our art in the Herts Visual Arts marquee in the grounds of Hatfield House. Read on to find out more.

Sally Taylor



WELCOME TO *New & Returning Members*

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

AYA HASTWELL S.W. HERTS

KOMATHY CUMARASAMY N. HERTS

DEBORAH BURTON E. HERTS

CAROLINE NELSON E. HERTS

CHANTAL FISHER HARPENDEN

SUE PEGG E. HERTS

MAUREEN WALKER WELWYN & HATFIELD

SUSAN LEE KERR HARPENDEN

LIZ BOAST E. HERTS

MIROSLAV MIJATOVIC N. HERTS

JULIE STEDHAM WELWYN & HATFIELD

HEATHER HUGHES ST ALBANS

ZOE BEAUMONT WELWYN & HATFIELD

DONNA BORG ST ALBANS

SANDY CHIU N. HERTS

JANE CARR E. HERTS

SARAH QUORN N. HERTS

JILLY HOLLAND N. HERTS

MARIA PIERRE BARNET

TERRI BAILEY DACORUM

JOE BARROW BARNET

SUZI CLARK ST ALBANS

JOANNE MARTIN ST ALBANS

MARY JANE JONES HARPENDEN

KAREN DAVIES BARNET

SIMON LANGSDALE E. HERTS

ADELAIDE KIVALI S.W. HERTS

KATE KLINGER BARNET

MARIA MATHIESEN E. HERTS

ELHAM ZEBARJADIAN DACORUM

MARGO YAGUDA E. HERTS

SARAH ARTSFLO DACORUM

MANDY LAMYMAN N. HERTS

KATE MASON WELWYN & HATFIELD

SYDNEY BACON N. HERTS

OPEN STUDIOS '22



At this time of year, we start looking forward to seeing Hertfordshire turn yellow; signage on street corners and bunting hanging onto gate posts. A time of year when our Members open their doors to the world, sharing their creations, and demonstrating how they work. The time of year for Herts Open Studios.

Herts Open Studios has been happening in September annually for over 30 years. That's three weeks each year of wonderful, desirable, creative art. That's hundreds of artists being brave, opening their souls to the public.

As an organisation, we pride ourselves on promoting our Members' work – ceramics, sculptures, textiles, printing, photography, illustration, fine art, jewellery, glass, and much more, art for everyone, art for every occasion.

For this spectacular event, Herts Visual Arts will be producing a full-colour brochure showcasing all the Members taking part, with venue information including opening times, accessibility, and even if refreshments are available. Visitors can plan their visits to one or more studios in advance by using our area maps available in our brochure or online. For those unable to get out and about, our website is full of wonderful art, videos, and our Theme booklets

will be viewable on our digital bookcase.

There is so much to see, provided in various forms. Watch out too for our social media activity, particularly on Instagram and Facebook but we have a presence on Twitter, LinkedIn, YouTube, and Pinterest too. Whatever your favourite way of viewing art, you will find us. So delve in, connect and visit our amazing artists.

Herts Open Studios runs from 10th September to 2nd October. With almost 150 artists taking part across the county, and more available on our website, you will be spoilt.

Facebook: [HertsVisualArts](https://www.facebook.com/HertsVisualArts)

Instagram: [hertsvisualarts](https://www.instagram.com/hertsvisualarts)

Pinterest: [Herts Open Studios 2022](https://www.pinterest.co.uk/HertsOpenStudios2022/)

Twitter: [@HVAF](https://twitter.com/HVAF)

YouTube: [Herts Visual Arts](https://www.youtube.com/HertsVisualArts)

Digital Bookcase: <https://fliphtml5.com/center/bookcases/manage-bookcase.php?ln=jznwg>

www.hvaf.org.uk

We've had some fabulous and fun sessions meeting new members and exploring our Website. Run on Zoom, this hour long bi-monthly get together is a great way to learn little tricks and some great tips on using our Website, understanding our events calendar as well as how to find things on our Website.

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

WHAT'S INCLUDED

Items discussed during these sessions include:

- How your membership works
- The membership year and what to expect
- How to prepare and upload images into you 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 Organising Group (OG) team, its role and activities

MEMBERSHIP HINTS & TIPS

DATES FOR YOUR DIARY

A nostevis, supionsis hocciem pulum, pata rem intis nostevis, supionsis hocciem pulum, pata rem intis onsis hocciem pulum, pata rem intis

FIND OUT MORE:



FIND OUT MORE:



WONDERFUL DESIRABLE CREATIVE ART



CREATIVE PROCESSES FOR MY 'SENSE OF SCAPE' ARTWORKS

PAUL HILLARY

Generally my artpieces are created based on intuition, both in subject matter, and in the way I create physically. As a lot of artists do, I draw on a memory bank of scapes and colours and atmospheres that inspire me, built up through travel, sketches and experience.

I tend not to follow rigid processes too much but prefer to explore application and technique quite a bit. However there are a couple of aspects

experiment with different compositions and colours, including those I may not use much. I'm looking for harmonies of shape and colour that chime. Then it's on the wall with the artwork so I can live with it for a while, and revisit if needed.

Insta: paulushillary



in my painting that I do often follow. Whether canvas or board I do apply white texture with various tools. Rollers, sponges, serrated palette knives. Whatever I imagine will spark some interesting marks when painted. I then re-gesso the whole piece. At this stage I often go for it with runny paint, squirty bottles and squeejies randomly and loosely applied to a canvas on the floor, manipulated to create some interesting areas, then leave to dry overnight.

I then start retaining the 'tasty areas' and work over or into the other areas. I repeat this numerous times, but also photograph and print off at a couple of stages, and work over in soft pastels. Sometimes quite a few options. I find this allows me to



I tend not to follow rigid processes too much but prefer to explore application and technique quite a bit.

ONE SMALL MARQUEE + 6 TABLES + 24 ARTISTS

Held in the grounds of Hatfield House, this amazing art and crafts event attracts thousands of visitors each year. Each day six different HVA Members set up their stall, displaying their finished artwork and demonstrating some of the techniques they use. Whether they were weaving, stitching, painting, creating beads or pottery, designing fabric, upcycling or decorating bottles, working on a sewing machine or a laptop, these creatives had something in common: the ability to produce beautiful artwork. The camaraderie within the marquee creates a lively atmosphere, while cheery smiles share a warm welcome. The biggest challenge is drawing visitors into the marquee!

For some of our creatives, there are sales on the day. For others, it's about making new contacts and exciting interest leading to future opportunities.

Above all, Living Crafts Showcase is about spending the day with a small group of other HVA Members and having a good time.



THE PERFECT RECIPE FOR LIVING CRAFTS SHOWCASE



FIND OUT MORE:

WWW.HVAF.ORG.UK/OUR-EVENTS/LIVING-CRAFTS

Meet your **AREA COORDINATOR**



JACKIE UPHILL

SOUTH WEST HERTS/NORTH LONDON: swherts@hvaf.org.uk

**HERTFORD/
EAST HERTS:**

eherts@hvaf.org.uk



DEBBIE KNIGHT

**HARPENDEN/
NW HERTS:**

harpenden@hvaf.org.uk

ST ALBANS AREA:

stalbands@hvaf.org.uk



VACANT

BARNET/N LONDON:

DACORUM:

dacorum@hvaf.org.uk

CENTRAL HERTS:

welwynhatfield@hvaf.org.uk

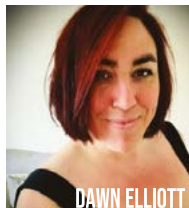


HEATHER MILLER

NORTH HERTS
nherts@hvaf.org.uk



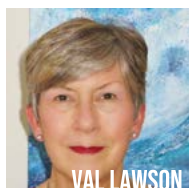
MAGGIE BIRCHALL



DAWN ELLIOTT



ANNA SCHOFIELD



VAL LAWSON



AREA MEETINGS

#HVAFMEMBERS

Sharing stories and experiences is such an important part of what Herts Visual Arts can offer its members.

Regular meetings with other artists provide a great opportunity for chatting about art and what's happening in HVAF. They are a brilliant way of meeting like-minded people, sharing helpful, practical tips too.

To find out more information about the meetings held in your area, just email your Area Coordinator, who will be happy to help.

#HertsVisualArts



Please join us for this year's **Annual General Meeting** where you will find out our plans for the coming year as well as review what we achieved in 2021. This is also the time to vote for committee members for the year ahead.



2022 AGM will be on **Monday 13th June at 7.00 pm**, and will be taking place on zoom.

This year we are delighted to welcome John Kettley as our guest speaker. John is a Hertfordshire entrepreneur, business coach and sales mentor who discuss ideas to help us build our art careers. We will also launch our Big Art Fair and this year's Open Studios, followed by Artist's networking. **There'll be something for everyone!**

AGM

John Kettley - Guest Speaker

Speaker, Mentor, Turnaround, Growth & Scale to sale Specialist

Members: Login and visit Documents for Members for further details.

JOHN KETTLEY

Speaker, Mentor, Turnaround, Growth & Scale to Sale Specialist

John is a serial entrepreneur having started, built and sold multiple seven-figure businesses across a wide range of market sectors.

It's not all been a bed of roses. As a self-employed entrepreneur John has experienced just about every challenge a business owner can face in business. This is why his presentations and seminars are so well received by business owners at every level.

Today, John specialises in helping business owners to gain absolute clarity of what they want to achieve.

He helps them determine their next move to turn their business around or scale it to sale within the next 36 months.

In 2009 John founded the Sales Masters Guild, a collective of specialists in the personal business development arena. Each has an expert level of knowledge and experience in working with and teaching business owners how to develop the right mindset to succeed. This foundation is then fused with real world tactical strategies to achieve their business life ambitions in the shortest possible time.

MONDAY 13TH JUNE AT 7.00 PM

...discussing ideas to help us build our art careers.



FIND OUT MORE:

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

FIND OUT MORE:

WWW.HVAF.ORG.UK/OUR-EVENTS/ANNUAL-MEMBERS-MEETING-AND-AGM

EXHIBITIONS

ANATOMY OF A PORTRAIT QUEEN ELIZABETH II

Sabcho Gavrilov

4 June 2022 to 25 June 2022 at The Marlowes Shopping Centre, Hemel



ART UNEQUALLED

Maggie Birchall

11 June 2022 to 12 June 2022
The Maltings, Ship Lane, Ely, CB7 4BB

LANDLINES

16 June 2022 to 2 July 2022
Henriette (Jetty) Busch, Judith Moule and Karin Friedli
COLLECTIVE GALLERY



Landlines

Judith Moule, Henriette Busch & Karin Friedli

Contemporary landscape paintings

16 JUNE TO 2 JULY 2022 10 AM - 5 PM
PRIVATE VIEW 16 JUNE 6 - 9 PM

COLLECTIVE GALLERY, 18 HOLYWELL HILL,
ST ALBANS AL1 1BZ

ART ON THE COMMON

Sally Miles, Hillary Taylor

18 June 2022 to 19 June 2022
Harpenden Common, AL5

AYOT ST LAWRENCE ART SHOW

Val Lawson, Sarah Gidden

18 June 2022 to 20 June 2022
Ayot St Lawrence Art Show
The Padian Church AL6 9BZ



WHAT LIES BENEATH

Nade Simmons

4 July 2022 to 16 July 2022
Southern Maltings, Ware

AROUND THE WORLD

Judith Fear, Jo Franks

30 July 2022
Priory gardens, Dunstable



MUDLARKS CAFE SOLO EXHIBITION JOLOCALITY ART

Jo Franks

1 August 2022 to 31 August 2022
Mudlarks Cafe, Hertford



DEATH DREAMS AND DESIRE

Caryl Beach

23 September 2022 to 2 October 2022
Safehouse 1 Peckham

EXHIBITIONS CONTINUING THIS WEEK

BRUSHO AND WATERCOLOUR BLUE TIT

Jo Franks

Marston Moretaine

20 August 2021 to 31 December 2022

The forest centre and millennium country park



WORKSHOPS

CREATIVE WIRE AND BEAD WORKSHOP

6 June 2022 to 11 July 2022

Sarah Lamb

Hub 83 Big Local Wormley

PAINTING ANIMALS WITH BRUSHO PAINTING BRUSHO ANIMALS

6 June 2022 to 11 July 2022

Sally Taylor

Letchworth Settlement

Book through the Letchworth Settlement:

www.leitchworthsettlement.org.uk



DROP IN SLOW STITCH AND VISIBLE PATCHES

7 June 2022

Anna Schofield

Trestle Arts Base, St Albans

Join resident artist, Anna Schofield, at the Gallery Cafe in the Trestle Arts Base, St Albans for an afternoon of slow stitching and learn how to...

STITCH AND BITCH

11 June 2022

Anna Schofield

Dacorum Creatives Art Hub, The Marlowes,

MINDFUL WATERCOLOUR WORKSHOP

13 June 2022

Anna Schofield

Trestle Arts Base, St Albans



TAPESTRY SKILLS WORKSHOPS

13 June 2022

Lucy Sugden

Letchworth Settlement

FAMILY LAND ART FUN

6 July 2022 Anna Schofield

Trestle Arts Base, St Albans

TAPESTRY SKILLS WORKSHOPS

11 July 2022

Lucy Sugden

Letchworth Settlement

ACRYLICS FOR BEGINNERS

16 July 2022 to 23 July 2022

Radhika Kujal

Smallford St Albans

WOVEN POPPY FIELD

18 July 2022 Lucy Sugden

Letchworth Settlement

WEAVING ON A RIGID HEDDLE LOOM

Creative weaving on the Rigid heddle loom

14 September 2022 to 19 October 2022

Amy Wilson

Baldock Arts & Heritage Centre



FUNNY FACE VASES

Dorienne's Studio & Sculpture garden

2 October 2022

Dorienne Carmel

Penniwells Lodge Barnet Lane Elstree WD6 3RA



FIND OUT MORE:

LUCY SUGDEN

WEAVING WITH REPURPOSED FIBRES

Lucy Sugden is a tapestry weaver creating woven art from repurposed and found fibres. She is inspired by a desire to look after the natural habitats around her, preferring to create her work from unwanted fibres rather than taking new resources from the environment.

Her favourite fibre to use has always been fishing line. Since returning to her art in 2017, she has started to use old fishing line and more recently combines this with natural fibres such as wool and linen. As more people become aware of how she works her collection of unwanted fibres has grown. This has opened many new weaving possibilities to explore.



Lucy says:

Tapestry weaving is a medium that has captivated me since learning the technique while studying for my degree. A process as simple as under and over, over and under has seemingly endless possibilities to play with and explore, frustrating at times that it can take so long to create a piece, as my mind can be racing with the next idea or technique I want to explore or hone in on, but the processes meditative effect normally keeps me fixed on the piece I'm weaving, as my fingers work fast, eager to make the piece grow and come alive on the loom.

The natural world has always inspired me, a walk in the woods or wander round the garden, so much to observe. I am often intrigued by the small and delicate side of life, an insect wing, the sun shining through a petal, the interaction between wasp and ant, or a fragile dried seed head. A desire to provide a wonderful habitat for the wildlife around me by learning through watching each season passing, is translated into my woven work.



Lucy joined Herts Visual Arts in 2017 at the start of her journey back into art, being part of the HVA family gave her support and encouragement to get her work out into the world again and she now exhibits nationally with various textiles groups.



Open Studios is always one of my favourite yearly events, a chance to get out of the studio, meet people, introduce them to tapestry and talk all things weaving and wildlife.

Contact and further details:

Website: lucysugden.co.uk
Instagram: [lucysugdenweaving](https://www.instagram.com/lucysugdenweaving)
YouTube: [lucysugdenweaving](https://www.youtube.com/lucysugdenweaving)
Facebook: [lucysugdenweaving](https://www.facebook.com/lucysugdenweaving)

USING IMAGES TO MARKET YOUR ART

Artists want to spend their time **creating** wonderful works, art that connects with people. How does an artist **show off their work** so that potential customers find it?

Most of us have a mobile device, a pocket computer able to do so much more than make telephone calls. My mobile phone has a camera with five mega pixels which means it can take high resolution photographs. Why does this excite me? This small device means I can snap a shot of my art at any time in the creation process. This allows me to save work as 'progress' images that are so loved by social media platforms. My 6x3 inch miracle gadget is handy for pictures of my finished work too.

This new world of ours eats great photography for breakfast, so a good supply of up-to-date images is essential to keep our presence known.

Social media platforms require regular content, Twitter, three – five posts a day, Instagram and Facebook about once a day. A routine of regularly posting images will keep your art name 'out there'. After seeing your images over time, people will remember you and your work because they see it regularly. That's the trick.

Social media is one avenue or reason to click your camera's button but there are other reasons too, all worthy of consideration:

- Catalogue entries
- Magazine press releases
- Website galleries
- Portfolios

You will need a library of high quality, attention grabbing images which are

representative of your work, and which really do show off your talent. Understanding even a little about light, shadows and contrast will be of benefit.

When taking photographs of your art, make



sure you are in a room that is well lit with plenty of natural light. Outside may be the best place, but not on a very sunny day as you'll be battling with all sorts of shadows across your art! If indoors, make use of a window to cast natural light. Wherever you decide to take the photos be aware of the shadows and the effect they have on your work; you want an image which is evenly bright.

Showing the contrast in your creations, the subtle finish you have created is the next challenge. Making sure your photography provides an interesting image is essential. A backdrop can help but be careful how you use any setting as these can distract from your work.

Subtle changes can be made after the shot is taken using different software. There are



free applications (apps) on mobile devices that are sufficient for 'touching up' your photography. Social media apps such as Instagram give some correction and enhancement abilities, or you may wish to invest in something more sophisticated that works on your computer, such as Photoshop.

Herts Visual Arts, and many other organisations, want to see images that show off the art. Don't be fooled into adding backgrounds or even text as these don't work in online Galleries. Also, images such as these will not be used in press releases or in marketing as they are confusing to the onlooker. A clear photo of your creation will always be preferred.

Save your file in the highest quality settings as these can be reprinted keeping the original clarity. Small file sizes can be generated from larger files, but it's impossible to get a high resolution image from a low one. Low resolution photos are grainy when enlarged. They're great for social media and websites but not for anything which will be printed.

High resolution images are memory hungry so you may wish to consider filing these on a separate drive to your computer. These larger files can be shared via file transfer software such as Dropbox or WeTransfer.

The final word is about file names. Alt tags are used by websites to help anyone whose vision is impaired to know what they are looking at. Always give a sensible file name which can be used as a tag. A default image number is not helpful. Use a description and your name

If you have a bad image of your work or the image doesn't represent the work accurately, you're going to have a harder time selling it.

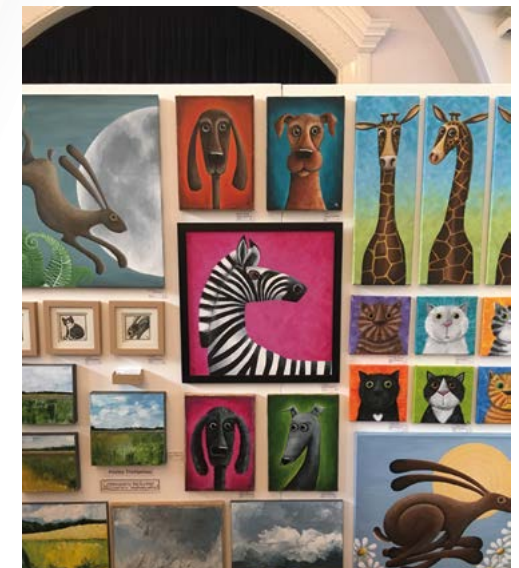
Ken Harman, Spoke Art

as the file name such as: birdpainting_your name.jpg. Using this type of naming format helps you find your photography in your image library. It also helps Galleries and magazines match your photography to you, making their life easier. When time is of the essence, this easy process wins hands down meaning you have a better chance of being selected for the feature or article.

Sources:

<https://www.shopify.co.uk/blog/211990409-how-to-sell-art-online#6>

<https://community.saa.co.uk/resource-hub-category/visual-help/>



I really like this – how much is it?

Music to your ears? Or are you thrown in a spin? I get hit by a mix of delight (as someone likes what I painted) and apprehension. (Have I priced it right? Can they afford it?) I do a happy dance mentally, while trying not to look relieved or panic-stricken!

Some artists use a simple retail model (cost of materials x two); others prefer an intuitive guesstimate or apply a complex formula. Whichever you choose, you must feel confident in your pricing and able to justify it to a potential buyer.

Even well-established artists who sell consistently find pricing a challenge. Looking online, there are lots of views on the best approach and the reference sites at the end of this article may be useful.

You've spent time (and money) developing your skills and taken the plunge to set up your art practice. Treat it like a small business with a pricing model covering your time, materials and supplies, plus a profit as a minimum level. Costs to consider when pricing include: travel, studio costs, design and printing of business cards, insurance, exhibition fees and professional memberships. These definitely count when you submit tax returns.



PRICING FORMULAS

There's no 'right' way to price your artwork, but some basic principles are:

- make it easy to change prices
- never undercharge
- cover all your actual costs and
- be consistent.

I have a spreadsheet which is an inventory and price calculator. It started as a simple linear sum of (height + width) x price/inch – assuming time to create is relative to the size of a piece. Of course, this isn't true, so I began to consider medium and support (canvas, paper, board, etc). These factor adjustments rarely change, so to increase my prices I simply raise the price/inch. The result is a base price to which I add framing and shipping if relevant.

A similar approach works on area (height x width), and a free formula for that base price is available free online from Draw Paint Academy. They suggest you add cost of materials, the percentage profit you want, and round to the nearest multiple of £10.

It's up to you to decide which other costs you want to cover in your prices. Bear in mind that the 2022 National Minimum Wage is £9.50 per hour for basic unskilled work. None of these solutions apply any weighting for the skills you bring to each piece of artwork!

Whatever approach you adopt for your pricing, keep records of sales and receipts for costs you incur. When you have to complete a tax return, you'll need evidence to support your expenses and cost deductions from income.



OTHER CONSIDERATIONS WHEN PRICING

'Competitor research' is worth consideration. Look for artists comparable to you, working with similar media and materials. Find and compare their sale prices (selling price, not asking price!)

'Market research' is quite easy. Think where and to whom you hope to sell and look at work there. Remember, a Mayfair gallery will charge more than one in your local town or a pop-up shop. Art in a local exhibition will be cheaper than at a large prestigious Art Fair.

'Consistency' is important - especially if you sell through a gallery. If they promote your work and your website has something similar for less, they won't be happy. Even on your own website, prices should be consistent.

'Reputation' is a definite factor. Doing well in a competition, or a successful solo show at a well-known gallery, will raise the value of your work.

'Broaden your appeal' with work at different price points. If a larger piece is outside someone's budget, have cheaper alternatives – perhaps a smaller original or a limited-edition print.

'Payment terms' are available from some artists, allowing customers to spread payments. If anyone has experience of that approach, please let us know.

THE BOTTOM LINE

You may decide it's better to sell at any price rather than have a big stock of unsold work in your studio. However if you undercharge and undervalue your work, other people will also undervalue it. I've seen framed paintings for sale at prices which don't even cover the cost of the frame.

Remember: even at an art market, you aren't selling mass produced commodities. You're offering unique, handcrafted work. Your art has value and you deserve to be paid for it. Someone will like it, want to own it, and be willing to pay the price you set.

Val Lawson val@vallawsonart.com

Useful Reference Sites

'Costing for Creatives' Facebook Group is a private group offers useful advice and is free to join.

Various websites have advice and online tools to download, for example:

<https://theabundantartist.com/art-pricing-calculator-and-guide>

www.skillshare.com/blog/expert-advice-how-to-price-your-art

<https://drawpaintacademy.com/art-price-calculator>

SPONSORSHIP & ADVERTISING PACKAGES

We are keen to develop links with local businesses to build on-going relationships, to help foster art in the community, share art more widely and add benefit with more people knowing about our Members.



WEBSITE SPONSOR £300 / PER YEAR (APRIL - MARCH)

This sponsorship package allows for a business's logo to be visible on the footer of the HVAF Website, with a hyperlink through to the sponsor's own Website.

EVENT SPONSOR @ £250

HVAF runs a number of events throughout the year, and promotes these in the business community.

What's included:

- Logo on our event Brochure and/or digital Flipbook
- Participation in Sponsor's Choice Award and attendance at the Private View or in-person events
- Feature in Social Media.

EVENT SPONSOR @ £25

In this package, the Sponsor's logo is positioned within our digital Flipbook.

QUARTERLY NEWS MAGAZINE ADVERTISING PRICES

FULL PAGE: £100 / ISSUE

Portrait, 192 x 138 mm.

½ PAGE: £75 / ISSUE

Landscape, 90 x 138mm.

¼ PAGE: £45 / ISSUE

Portrait, 70 x 90 mm.

DIRECTORY: £20 / ENTRY

Landscape, 138 x 20mm.

These advertising options offer an ideal opportunity to promote your business to HVAF Members and visitors. For a directory entry, text and images should be supplied as a graphic.

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



DO YOU WANT TO REACH HUNDREDS OF HERTFORDSHIRE ARTISTS? WHY NOT ADVERTISE WITH US?

READERSHIP, AUDIENCE & PURPOSE

The Herts Visual Arts quarterly, magazine style newsletter is the only local, art focused publication aimed at artists and art enthusiasts. We cover a range of topics featuring Member artists, events, marketing and developing our art journeys, as well as materials and related topics.

We have a regular readership which includes artists and interested enthusiasts around the county and beyond.

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