



HERTS

Visual Arts

PROMOTING
CREATIVITY

NEWS LETTER

WWW.HVAF.ORG.UK

ISSUE NO.8 **WINTER**

IT'S FOR YOU !



**MARKETING YOUR
ART : EMAIL**

**FEATURED ARTIST
MAGGIE BARTON**

SUZI CLARKE: INSIGHT

IN THIS ISSUE...

The wait is worth it! You'll find a wealth of interesting and helpful articles in these pages.

Read about how to market your art, our Featured Artist, Maggie as well as an update on our Area Coordinators. Our usual items are here for you to enjoy too. **This issue includes:**

PAGE 3: WELCOME AND DIARY DATES

PAGE 4: EARLY BIRD DISCOUNT

PAGE 5: CBIG MAKERS FAIR

PAGE 6: FEATURED ARTIST

PAGE 8: AREA COORDINATORS

PAGE 9: 2023 CONFERENCE

PAGE 10: WORKSHOPS & EXHIBITIONS

PAGE 12: FEATURED ARTIST

PAGE 14: MARKETING YOUR ART: EMAIL

PAGE 16: THE MEMBERSHIP YEAR

PAGE 17: NEW WEBSITE

PAGE 18: ADVERTISING OPPORTUNITIES

PAGE 20: 5 GREAT THIS TO EXPLORE

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:



MEMBERS EVENTS 2023

January 25th
Hints & Tips Session on Zoom

January 1st
Early Bird Membership discount starts

January 16th *In person*
HVAF Annual Conference

February 25th *NEW EVENT*
Big Makers Fair

March 23rd
Hints & Tips on Zoom

March 31st
Early Bird Membership discount ends

WWW.HVAF.ORG.UK

PUBLICATION DATES

ALL INFORMATION INCLUDE ARTICLES AND IMAGES TO BE EMAILED TO NEWS@HVAF.ORG.UK

FEB: COMPILATION ISSUE 9
MARCH: DEADLINE FOR COPY-10TH
APRIL: ISSUE 9 PUBLISHED

FIND OUT MORE:



WELCOME

We kick start 2023 investigating "Creativity in Herts". What does this mean to artists around the county? Our theme for this year will be echoed in all our events as we all take up the mantle to be more creative and more innovative in our challenging, difficult world. We dip into the amazing world of glass in our two artists' focus articles. In the issue you'll meet Pirton-based glass artists **Maggie Barton**, and **Suzi Clarke**, known for her vibrant colours.

If those wanting to **build their art business**, we have a look at marketing your art using email, what software is available and the pros and cons of these. **Welcome to 2023.**

Sally Taylor



EARLY BIRD DISCOUNT

AMID THE FRENZY OF JANUARY SALES, THE NEW YEAR BRINGS OUR POPULAR “EARLY BIRD” OFFER, ALLOWING MEMBERS TO ENJOY A DISCOUNTED MEMBERSHIP FEE WHEN RENEWING EARLY FOR 2023/24.

DON'T FORGET TO VISIT THE WEBSITE IN THE NEW YEAR TO TAKE ADVANTAGE OF THIS OFFER.



MEMBERSHIP HINTS & TIPS

DATES FOR YOUR DIARY

Jan 25th, 7pm

March 23rd, 7pm

Dates may change, so please visit the website nearer the time.

FIND OUT MORE:

These online sessions are a great way for any Member to find out more about HVAF, from uploading images to your Gallery page to upcoming events and how to get involved. Even if you have attended before, log on and find out more. We each approach our Membership differently so why not benefit from someone else's' view?

To get the best out of these sessions, 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

HERTS VISUAL ARTS AND SOUTH MILL ARTS ANNOUNCE BIG MAKERS FAIR

A spectacular exhibition of art and design is being shown at South Mill Arts centre in Bishop's Stortford at the end of February 2023. Artists from across Hertfordshire will show work in three dimensions celebrating form, scale and texture.

The Big Makers Fair, where you can view and buy work direct from the artist, will be on **Saturday 25 February 10.00 to 17.00 and Sunday 26 February, 10.00 to 16.00.**

The Big Makers Fair will open up a treasure chest of contemporary creativity, revealing the artist as maker of beautiful objects. It will include sculpture, pieces made with ceramic or glass, imaginative textile work, jewellery and furniture. It will reveal how artists use a range of techniques to transform material and realise their vision for beauty.

mount our first Big Makers Fair, after waiting through the pandemic for a chance to organise an exhibition. HVA has a wealth of artists working in three dimensions, and visitors can expect visual surprise and delight in textiles, silverwork, wood, glass and stone.'

For South Mill Arts, this show marks a new venture, as they look forward to more visual art in the coming months. Operations director Paula Holland said 'we have wanted to have visual arts events at South Mill Arts to complement our extensive performing arts activities, and we are delighted to show the art of making in our large auditorium space. We look forward to more visual art activity in our arts space and in the museum and have a small advisory group looking at future exhibiting opportunities.'



Herts Visual Arts (HVA) is the only county-wide visual arts organisation for Hertfordshire. Embracing all visual arts, full and part-time artists, HVA is run by an enthusiastic voluntary organising group. The Big Makers Fair is the first of a programme for 2023 that will include the annual Big Art Fair and the Open Studios event in September.

HVA Chair Sally Taylor said, 'we are excited to

Big Makers Fair is taking place on the 25th and 26th February at South Mill Arts and is free to attend. For more information, please see www.southmillarts.co.uk



Maggie Barton

Maggie Barton now creates striking pieces in fused glass having moved on after many years working in contemporary architectural stained glass, which was commissioned by clients.

Tel: 01462 712302
Mobile: 07852 461395
Email: snapperglass@gmail.com
Instagram: [maggielbarton885](https://www.instagram.com/maggielbarton885)



Working with glass is her passion and she has been totally re-inspired since discovering glass fusing, which is very different from the stained glass method. This means she can now exhibit in galleries and exhibitions.

Vibrant colours and quirky subjects are very recognisable in her work and many of her inspirations come from her love of Jazz/Blues, American Southwest/Mexican art, 50s/60s Atomic designs, Kitchenalia and Cocktails. Cacti and Chillies feature regularly. Unable to resist collecting driftwood, these often find their way into her creations.

Finished pieces can be attached to a wooden backing with chrome coloured wall mounts or attached to wooden stands by acrylic posts. Fused pieces can also be slumped into a mould to create different shapes which can be freestanding.

Hand cut pieces of the design are fired onto backing glass in the kiln at 750 degrees which leaves a slightly undulating surface which she particularly likes.

As a member of Herts Visual Arts for many years she has regularly opened her studio in September. She also exhibits in Galleries and Exhibitions and hold Workshops in fused glass in her studio. Commissions are welcomed.

Maggie is a member of The Contemporary Glass Society also The Wynd Gallery in Letchworth.



FIND OUT MORE

Meet your **AREA COORDINATOR**



SOUTH WEST HERTS/NORTH LONDON: SWHerts@HVAF.org.uk

HERTFORD/EAST HERTS:

eherts@hvaf.org.uk



HARPENDEN/NW HERTS:

harpenden@hvaf.org.uk



ST ALBANS AREA:

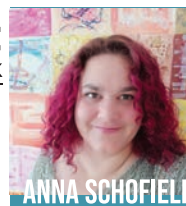
stalbans@hvaf.org.uk



BARNET/N LONDON:

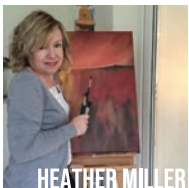
DACORUM:

dacorum@hvaf.org.uk



CENTRAL HERTS:

welwynhatfield@hvaf.org.uk



NORTH HERTS
nherts@hvaf.org.uk



FIND OUT MORE:

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



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



2023 CONFERENCE

Creativity in Herts

We are delighted to be able to host an in-person conference on **16 January 2023**. It's a fabulous opportunity to meet up with other members, share news and ideas and start planning the New Year.

How do you keep your creativity? Do you struggle with developing your creations? Our theme for 2023 is 'Creativity in Herts' and we will be considering all aspect of creativity in break-out discussion groups.

Set in the picturesque and tranquil grounds of Rosary Priory in Bushey Heath near Watford, with its commanding views of the Hertfordshire countryside, the Niland Centre has excellent modern facilities which we will be making good use of!

We are delighted to announce we will have two fabulous speakers sharing their thoughts and insights during our day together. *monthly emails*.

Our Keynote speaker is **Dr Maurizio Catulli**. A lecturer at the University of Hertfordshire, Director - Re-Engineering Business for Sustainability (REBUS). His presentation will be helping Artists to develop Living Art Hubs to create commercial opportunities - this will be an interesting presentation, incorporating opportunities to explore new thinking in small groups.



Our second speaker is **Paul Davy** of the Broadway Gallery Letchworth. Who will be sharing key thoughts about running a gallery and working with artists.

During our conference we will also be presenting our calendar of events for the year ahead, what these means to our Members and how they can get involved. Delegates will also be updated on various exciting projects we have been working on.

We have limited capacity and tickets are available on a first come, first served basis. **Book your seat today** via our website before they are all gone!

Find out about the Conference



...two fabulous speakers sharing their thoughts

FIND OUT MORE:

WWW.HVAF.ORG.UK/ARTISTS/JANUARY-CONFERENCE

EXHIBITIONS

WINTER EXHIBITION

Venue: The Old Manse, 87 High Street, Guilden Morden SG8 0JS
Date(s): Tuesday, January 3, 2023 to Friday, January 27, 2023
Timing: 12.00 - 17.00
Cost: Free

My studio gallery is open by appointment during the week except for Saturdays. Please phone before visiting.

The winter exhibition includes recent work by Yasmeen Farooqi, Fiona Thomas and Paulette Bansal.

WILD AND FREE

Venue: Baldock Art and Heritage Centre
Date(s): Wednesday, January 11, 2023 to Saturday, March 18, 2023
Timing: 11 am - 3 pm, Weds & Saturdays
Cost: Free entry



Three local artists are coming together to show a unique and exciting range of art at an exhibition 'Wild and Free'.

With the natural environment as the key inspiration, using colours, form and shape, Karen, Val and Sally offer different interpretations taken from local scenes, animals, plants, and the weather - to celebrate our wild

free world.

Val Lawson - expressive colourful abstracts
Sally Taylor - sensitive depictions of wildlife and flowers

Karen Mangold - lively paintings of the countryside and animals

Each of these artists are offering workshops to help aspiring artists understand how to move from an initial idea to creating an original piece of art. Whether you wish to understand how to start on your art journey, use specific paints, or try out new techniques, there is a session designed with you in mind.

'Wild and Free' runs from January 11 through to March 18 at Baldock Art and Heritage Centre. For opening times please visit www.bahc.co.uk

'FROM RAGS TO RICHES'

Venue: Baldock heritage centre
Date(s): Wednesday, March 22, 2023 to Wednesday, May 31, 2023
Timing: 11AM to 3PM
Wednesday and Saturday
Cost: Free



An exhibition of vibrant creations from fabric waste and recycled textiles. Includes uplifting fabric collages, rag rugs, rope baskets, wearable art etc. www.arunamene.com
bahc.co.uk

WORKSHOPS

JANUARY LEAF PLAY

Venue: Parndon Mill
Date(s): Tuesday, January 10, 2023
Timing: 11.00 - 1.00
Cost: £20



Please join me to explore patterns and colours with stitch and natural materials. You will create unique artworks and leave with ideas to continue the explorations at home.

Please watch this space for information about further sessions in Hertfordshire or get in touch if you'd like to book a one-off session in your own venue.

This first session is at The Project Space, Parndon Mill Harlow CM20 2HP

This session is suitable for all, from complete beginners to experienced artists. All materials and equipment will be provided, along with light refreshments.

For more information please email jane@janeglynn.co.uk or call 01438 814594

To book please follow this link:

<https://www.eventbrite.co.uk/e/january-leaf-play-tickets-480089870727>

MARK-MAKING AND TEXTURES

Venue: Baldock Arts & Heritage Centre
Date(s): Wednesday, Jan 25, 2023
Timing: 11.30-1.30
Cost: £35



This workshop's all about trying out various techniques, tools and media textures to apply paint and other media which will add interest to your paintings. You'll have fun using stencils, printing, painting and drawing and create a sheet full of exciting marks and different textures to take home for future reference. All tools and materials will be provided.

You may want to bring something to protect your clothes from paint splashes.

My BEGINNING ABSTRACTS workshops will help you understand how to use acrylics and mixed media, with a focus on abstracts. These skills will be useful for those who want to paint realistically as well. You'll have fun trying different tools and techniques to create abstract studies and paintings. Each step will be explained and demonstrated.

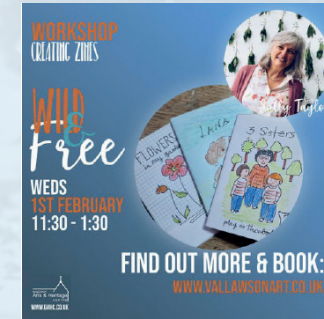
With lots of ongoing support as you work, no experience is needed. The workshops are suitable for all to enjoy.

Only 10 places are available, so please book early.

To book a place, please go to https://www.vallawsonart.com/gallery_780152.html or for more information, contact val@vallawsonart.com

'CREATE ZINES' WITH SALLY TAYLOR, WEDS 1 FEBRUARY

Venue: Baldock Art and Heritage Centre
Date(s): Wednesday, February 1, 2023
Timing: 11.30 - 1.30
Cost: £35



Zines are a popular and easy way of creating mini-books without the need for stitching or stapling. They are made using a single sheet of A4 paper. Come along and find out how you can make your own min 8 page booklets on absolutely any subject!

This workshop will show you how to create a mini-booklet, what types of things can be included... and then let your imagination take flight.

Numbers in each workshop are limited, so please book early. To reserve a place, please contact: Val on 07434 351027 or email val@vallawsonart.com

PLAYING WITH BLACK, WHITE AND GREY

Venue: Baldock Arts & Heritage Centre
Date(s): Saturday, February 4, 2023
Timing: 11.30-1.30
Cost: £35

This workshop is all about design. After you've painted using black, white and grey, we'll look at what you've made and why the paintings are so effective, then add some simple colour. You'll take

home a set of stunning abstract studies.

All materials will be provided. You may want to bring something to protect your clothes from paint splashes.



My workshops will help you understand how to paint using acrylics and mixed media, with a focus on abstracts. The skills will be useful for those who want to paint realistically as well.

You'll have fun trying different tools and techniques to create abstract studies and paintings. Each step will be explained and demonstrated. With lots of support as you work, no experience is necessary. Each session is suitable for everybody. All materials are provided.

Numbers in each workshop are limited, so please book early. To reserve a place, please contact: Val on 07434 351027 or email val@vallawsonart.com

PATTERN WEAVING ON A RIGID HEDDLE TABLE LOOM

Venue: Liliane Textiles
Date(s): Tuesday, February 7, 2023
Timing: 10-12pm
Cost: £120 - (12hr course, including materials)



FIND OUT MORE:

SUZI CLARKE



As my first exhibition, the Big Art fair in Hitchin it was a steep learning curve and most enjoyable! I gained so much from meeting other artists and studying how they exhibit their work. Everyone was very generous with their time and knowledge.

I know I wasn't the only new artist at this event. I think lockdown has encouraged a lot of people who live alone, as I do - having lost my partner in 2019 - to take up the paintbrushes they discarded in their late teens.



If you love art with vibrant colours, textures and free-flowing style, you'll enjoy discovering Mitzie Green's work.

She loves experimenting and made the most of her extra time during lockdown. She made her own brushes using a variety of fibres such as twine, raffia and plant materials ... using almost anything that was available! Leaves used for printing produced gorgeous results and twigs used with acrylics gave dramatic effects. Mitzie even sacrificed precious buds from her Pieris!

I've rediscovered my passion for art - for other people's work and also creating my own. My style is probably not as commercially viable as some of the serene abstract landscapes on display at the Big Art Fair. However I now have the confidence to keep going and not be put off. I know, now, that it's about identifying a niche market for my more



distinctive Middle Eastern/desert collection. A number of artists have advised me to try using Instagram which allows me to explore a different way of sharing my art.

On Saturdays, I join professional Dutch artist Renate Van Nijen and a group of women from across the UK and Europe online. We paint together for two hours - new artists are welcome to join us! When I'm not painting, I'm writing my second book, Honeybees and Heartburn. My first, Butterflies and Baked Beans, was No 7 on Amazon "humour" listing for a brief moment in time. I've started giving humorous talks again, and I love it! I speak about discovering painting late in life, and blocking my sink with acrylics, never mind not being able to get into my dining room any longer because it looks like an art gallery! 2023 is looking busy ... I have 25 WI (Women's Institute) talks booked before next summer.

"(now have the confidence to keep going and not be put off)"



Contact and further details:
07950 024581
suzicb@btinternet.com

7 STEPS TO SUCCESSFUL EMAIL MARKETING

Staying in touch is vital for referrals, repeat business and cross selling (do your customers know all the media you create with?). Emails are the perfect opportunity to keep in touch. Even better – they're quick to do and a low-cost option!

Here are some top tips to help your email get noticed ... and opened:

1. Grow your list legally

Has everyone on your list chosen to receive your emails? Even a seemingly innocent newsletter is classes as marketing communication and you should have permission before sending it to someone. This includes people who have bought art from you, attended an event or workshop, and other HVAF members! Don't worry if your email list is small – quality is everything. Better to have a few engaged readers than a large number of people who don't act on your emails.



2. Use a hard-hitting email title

The words like 'save', 'offer', 'win' and 'discount' will be seen as spam by many filters, (as are capital letters). This will stop your email reaching many inboxes. Ideally, your email title should use 5 – 9 words.

Varying the title increases the open rate significantly. Entice people to open your email by tempting them with content clues within the title. 'Latest News', 'Spring Update' or 'Newsletter no.21' simply don't scream 'open me'!

3. Consider some keywords

within your title and content... researched, of course. If these terms work for your website traffic, they should engage your contacts enough to open and read your email too.

4. Content

Position your best pieces/deals/seasonal/most popular items at the top of the email so that people will see them within their inbox – no need to scroll down. These items will draw people into opening the email. What do you want to achieve from your email? Having a clear objective in mind will help you create some great content.

5. Make it personal

Including each recipient' first name in the email introduction is more engaging than a generic email. In fact, it increases open rates by 50%. You could try using first names within the email wording too. Do check the quality of your list though. You'll be amazed at what

some people enter as their first names on a sign-up form! If you don't have all the names, split your list into two. Use personalisation where you can and leave it out where you need to.

6. Timing

The day of the week and time of day are crucial to opening rates. Popular days vary between markets. How about looking at your website statistics and social media engagement to see which days and times seem most popular with your contacts?

7. Think about the format

Your email is a powerful shop window for your business, just like your website. Using an email platform to design your email and send your campaign offers loads of benefits and can be free to use. Online emailing software such as Mailchimp and Mailerlite both have fantastic free options with sufficient but a little limited functionality.

Remember to check how your email design looks on a mobile display. The line breaks and image positions can create a very different affect to the desktop version. Both need to look great!



FINALLY, HERE ARE TWO BONUS TIPS:

BONUS TIP 1 Think like your target audience – view your email through the eyes of your customers. It's their views and reactions that count.

BONUS TIP 2 Test, test ... take a break ... and test again – links, layout and language.

Hopefully, you'll find these tips helpful and feel inspired to giving emailing a go. Good luck ... and enjoy!

THE MEMBERSHIP YEAR 2023

Here is a handy glimpse of what to expect during 2023. As the year unfolds, more information will become available on our website, and watch out for new events added to our calendar.

1st January

Artists can join us for the next year and Members can renew up to 31st March.

16th January

HVAF's 7th Annual Conference

In person

25th-26th Feb

Big Makers Fair

Feb/March

launch of our new look website

2022 Membership ends and on

1st April

the new year of art begins

4th-7th May

Living Crafts Showcase

Don't miss early bird

12th June

AGM (online)

23rd - 26th June

The Big Art Fair

18th Sept-10th Oct

Open Studios

Don't forget, that each month Members' meet up in various venues across the county. This is a great way to meet fellow artists, share ideas and develop new collaboration projects.

NEW WEBSITE

In the New Year we plan to launch our new website. A team have been working hard to collate all the information and photography needed, and more besides. We now have a wonderful new, modern design created to attract anyone who loves art!

Watch this space and visit our pages in January/February to see something truly amazing. Of course, you can visit our website at any time - we're always open and love visitors!



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.



OUR MAGAZINE IS SUPPORTED BY SCOCAL MEDIA POSTS ON INSTAGRAM AND FACEBOOK

PROMOTE YOUR BUSINESS DIRECTORY ADVERT ONLY: £20/ENTRY

WEBSITE VISITORS

The HVAF Website is viewed each quarter with over 60,000 page views. We gain between 6,000 and 9,000 new visitors over a three-month period, and over 1,500 returning visitors.

FIND OUT MORE:

WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP

HERTS

Visual Arts

PROMOTING
CREATIVITY

5

GREAT THINGS TO EXPLORE

- 1 Artists, join us now:**
www.hvaf.org.uk/artists
- 2 Discover our events:**
www.hvaf.org.uk/our-events
- 3 Enjoy art galleries:**
www.hvaf.org.uk/galleries
- 4 Sign up for news:**
www.hvaf.org.uk/news
- 5 Find opportunities for sponsors:**
www.hvaf.org.uk/galleries

FIND OUT MORE

enquiries@www.hvaf.org.uk

ARTISTS, ARTISANS, DESIGNERS & MAKERS