



NEWS LETTER

ISSUE NO.1 WINTER 20/21

EXCITING FOR 2021!

WELCOME TO YOUR FIRST NEWSLETTER

It is with great pride that our first Newsletter comes to you and we are excited that we are able to bring you our news and events in such a fabulous format.

Thanks go to our organising group for all the amazing work they do on behalf of HVAF - in their spare time!!

KEY DATES IN 2021

- 1st January: **New membership year** (to 31st March 2022) starts. Full price for new members, £5 discount for early-bird renewals before 31st March 2021.
- March (including 20th-21st March Live Events): **Big Makers Fair**
- 31st March: **Early-bird** discounted renewals end
- Spring: **Big Art Showcase** at New Maynard Gallery, with Private View. Subject to venue confirmation.
- 6th-9th May: **Living Crafts Showcase**
- July: **Members event and AGM**
- 16th-18th July: **Big Art Fair**
- September: **Open Studios**
- November/December: **Christmas Showcase**

ARTIST GALLERIES - PAGE 4

One highlight of HVA Membership is your Artist Gallery, where up to 15 images and 3 videos showcase your work. Please take time to include your latest art in your Gallery – digital is here to stay!



Photo from Armin SchreijägerPixabay.com

5TH HVAF CONFERENCE ON 18TH JANUARY and we were delighted to welcome eight brilliant speakers!

By hosting the event online, members from all over the county were able to join in and share with 100 plus attendees. We exchanged ideas and experiences in breakout rooms, via networking chats, and developed new connections - as well as hearing some thought provoking talks.

A huge thank-you goes to our speakers: Rosie Scares, Social Media Consultant; Jo Askham, Arts/Wellbeing Consultant; Esther Lafferty, Director of Oxford Arts Weeks; and our own members who stepped up to share their knowledge - Hillary Taylor, Mitzi Green, Anna Schofield, Susheel Rao and Debbie Knight.

We looked at and discussed subjects around the Business of Art, Sustainability, Well-being and Digital Skills, with each of these discussed in the breakout groups.

If you were not able to attend, or you would like to listen to the business streams again (or for the first time if you were not allocated into them), selections of the conference presentation are available in the Members' area of our website.

Of course, now is the time to take action, and in this Newsletter you can view information on

- how to update your Artist Gallery,
- all of the area meetings with the coordinators contact information so you don't miss out on any local events,
- and in case you know of another artist who hasn't signed up to HVAF we've included 5 reasons for being a member!!

We hope this quarterly Newsletter will grow, provide excellent information and ideas which are useful in your art whether you are an amateur or professional artist.



BIG MAKERS FAIR

ONLINE
20TH – 21ST MARCH

GET YOUR IMAGES READY, SORT OUT YOUR SOCIAL STUFF -THE BIG MAKERS FAIR IS GOING ONLINE!

Originally conceived as a vibrant weekend-long in-person affair on Saturday/Sunday 20th/21st March, the Makers Fair is designed to bring a positive focus to artists, their art/skills and the visiting public alike after a year of formal health-related restrictions ... our event is bringing your tables to the public, virtually.

With a focus on **Objects of Desire**, we're asking you: *what will you bring to the table?*

Responding to the ongoing health situation, HVA is launching their inaugural Big Makers Fair as a month-long virtual art extravaganza celebrating Spring as well as our member artists and their work. We will again focus on video, live events and social media.

Throughout March, the Big Makers Fair on our website will showcase creativity through an exhibition linked to Artist Galleries, videos (meet the maker, studio tours, artists at work) and a flip-book/video. Individual artists will also be sharing their work on social media using the hashtag #BigMakersFair, collated onto the HVA social media wall.

Imagine unique, objects displayed as part of a vibrant fair - tables of individual high-quality craftsmanship, demonstrating originality, skill and creativity. Objects of desire indeed. This is what our Big Makers Fair will encapsulate on-line.

Join us in the evening on Friday 19th March, and invite your friends, family and customers for a virtual Private View.

On Saturday/Sunday 20th/21st March we will live-stream artist tours and presentations, enabling visitors to experience live-media, video and more on HVA and other social media platforms.

Of course, a bonus of bringing the Big Makers Fair online is that it is accessible to a far wider audience who can 'travel' and 'visit' from the comfort of their own home, at whatever time suits them.

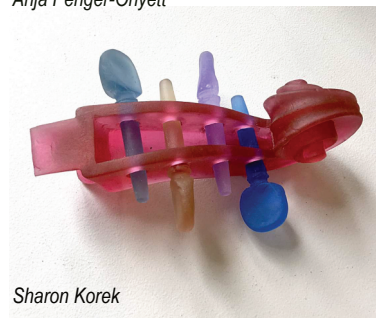
Registration opens on 11th February, with a Call for Artists sent to all members and widely shared on-line. Full details, including key features and dates, can be found on our website (updated almost daily).

"We expect this new fair to create an even bigger buzz than our 2020 virtual offerings, and anticipate it being very popular with artisan makers, artists and visitors alike", HVA Chair Hillary Taylor confirms, "we have such a talented and committed group of HVA members who create events like this, bringing an amazing wide range of art to the forefront".

Artists who want to take part, 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 on-line Galleries. Membership for 2021/2022 is now open and artists can find out more/join here: www.hvaf.org.uk/artists



Anja Penger-Onyett



Sharon Korek



Jackie Bennett



Elsbeth Hector

FIND OUT MORE

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



FEATURED ARTIST – YOUR NAME HERE?

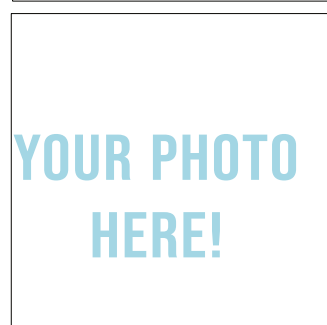
We are planning to showcase a member's work within each edition of this Newsletter. To enable this, we are looking for artists willing to work with us and submit their artist statements along with two high-resolution images and a profile picture.

We want to know about your journey, the mediums you use, whether a 2D, 3D or digital artist. How have you embraced technology through 2020?

Your article needs to be no more than 200 words, and your pictures between 1,000 and 5,000 pixels. Please include your social media information as that would be great to share with others.

Our trusted organising group will make the decision on which artist to feature, and their decision is final. Our layout may change when we add your text and images.

So what's stopping you getting your work in front of all our members, and everyone who accesses this Newsletter from our website? Feel free to use your feature in promoting what you do to your audiences too.



PUBLICATION DATES

Our new-format quarterly Newsletter will be providing event information, hints and tips on how to get the best out of your membership, a more in-depth look at art and of course our regular featured artist slot. All information including articles, copy and images to be emailed to newsletter@hvaf.org.uk.

Dates:

Feb: Issue 1 Published
March: Compile issue 2
April: Deadline for copy - 10th
May: Issue 2 Published
Jun: Compile issue 3
July: Deadline for copy - 10th
Aug: Issue 3 Published

YOUR PHOTO
HERE!

WWW.HVAF.ORG.UK/GALLERIES

WELCOME TO OUR NEW MEMBERS

OUR CONFERENCE HAS EXCITED A FLURRY OF NEW MEMBERS, AND WE ARE DELIGHTED TO WELCOME THE FOLLOWING CREATIVES INTO HERTS VISUAL ARTS.

- | | | | |
|--------------------|-----------------|------------------------|--------------------|
| • ARAN ILLINGWORTH | • JAMES WILLIS | • KATIE JONES | • NATHALIE WATTS |
| • BARRIE SAUNDERS | • JAN REICHMANN | • KEVIN GAVAGHAN | • NEIL TINDLING |
| • GILL LAMBERT | • JILL TRY | • KYM CORATIN (WALKER) | • RICHARD CHAPMAN |
| • JACKIE HENDERSON | • JO EVANS | • LUCY CHAPMAN | • SABCHO GAVRAILOV |
| • JACKIE O'KEEFE | • KATHY GALES | • MARY DEWICK | • SOPHIA CHALKLEN |



YOUR ARTIST GALLERY

As a Member you have access to a very powerful Gallery page on our website which offers a window to your work. This Gallery is also central to our virtual events held throughout the year, so keeping it up to date is really important to get the best out of your membership.



Use your gallery to promote these things!



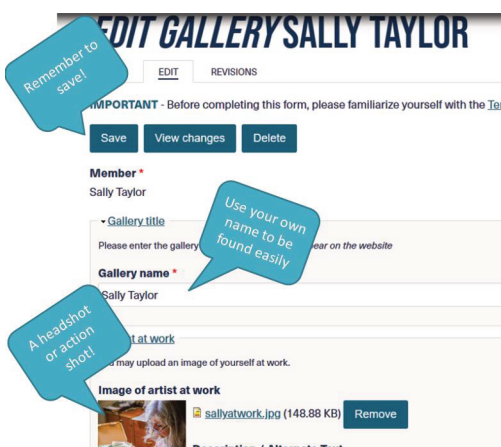
You can find all this information and more in the Members Document area of our website. Here is a little information to get you started, but do go online and see what else you can achieve!

HOW TO UPDATE YOUR ONLINE GALLERY

From your account page, click on your Gallery name to view/edit your contents.

Once in your Gallery, click the EDIT tab. You can edit/save any of your Gallery changes as often as you need. As soon as it's saved, it will be live on the website.

To view/edit something, click on the underlined text for your gallery name, you will see the view/edit tabs. Click View to see what is there, click edit to edit.



GALLERY NAME

If you want people to find you by your name, you must have your name as your Gallery name, or in your biography text. It's a good idea to use your own name as your Gallery name so people can find you much more easily.

PROMOTIONAL THEMES

There are 30 themes you can choose from - choose up to 15 that apply to you. They should be relevant, but if you only choose one theme, you will only be featured on one day in any event campaign we run using that theme. You don't need to reference your themes in your biography, but it's a great idea to share some of the story of the reason with your audience. You do not need an image specifically tied to any theme.

GALLERY

This is your space to shine. Make the most of it: upload 15 fantastic images of your work. What you would send in for a physical Gallery or art competition? What visual delights do you want people to see? We do have some parameters, which are mentioned on our website.

Everything must be your own work and your own copyright.

The description/alternative text is what appears on screen if you hover over the text and is also used by screen readers.

Save your work frequently, to be sure not to lose anything. After each save you can just go back into your Gallery and edit again. Remember, changes aren't live until you save them.

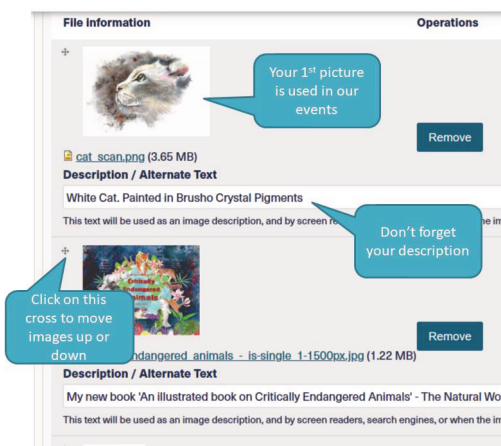
You can change the order of your images by dragging them up/down by using the small cross to the left of the image. The first image is the one that viewers see first - it's the one that comes up against your name when searching Galleries.

ARTIST AT WORK

Using a lovely picture showing you happy creating something is a great way to engage with audiences. Maybe ask a friend to take the photo for you. Audiences love to get a feel for the person behind the work and also how the work is created. It could be a close up of a hand, or a distance shot across the studio.

ART FORMS

Select your art forms by checking boxes. You can also toggle or uncheck all.



START HERE

WWW.HVAF.ORG.UK/ARTISTS/DOCUMENTS

LOCAL AREA MEETINGS



ON-LINE NETWORKING HAS NOW REPLACED THE IN-PERSON - SCHEDULE BELOW

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 stalbands@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.

A1/M GROUP:

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

North Herts plus Welwyn/Hatfield have the A1/M Facebook group, with meet-ups in the first half of the month. See also the Private HVAF Facebook group. Our first meeting for 2021 is via Zoom on 8th Feb at 7.30pm

TEXTILES GROUP:

textiles@hvaf.org.uk

Very active, 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. HPC used to meet 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 artist or creator to share information, to become the main contact for events in the area, and keep in touch with members whilst keeping their finger on the pulse of the Organising Group.

All area coordinators are welcome to attend our monthly organising group meetings, currently being held on Zoom on the last Monday at 6pm. If you would like to find out more, please contact Jill on 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

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 Open Studios in September, 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 Newsletter@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 for visitors

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/MEMBERSHIP

