



# NEWS LETTER

ISSUE NO.3 SUMMER '21

## IT'S FOR YOU!

MARKETING YOUR ART

AREA MEETINGS  
*Meet others in your area*

WORKSHOPS & EXHIBITIONS





## PUBLICATION DATES

Our new-format magazine-style 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 [news@hvaf.org.uk](mailto:news@hvaf.org.uk).

### Dates:

Sept: Issue 3 Published  
Oct: Compile issue 4  
Nov: Deadline for copy - 10th  
Dec: Issue 4 Published  
Jan: Compile issue 5  
Feb: Deadline for copy - 10th  
March: Issue 5 Published

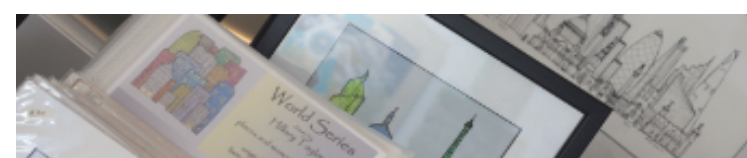


## A NEW FOCUS, A NEW CHAIR

I have been impressed with the work our outgoing Chair, Hillary, has done in shaping HVAF over the last four years, allowing it to move forward, and face new challenges in a much stronger position than ever before. Hillary has been tireless in re-positioning our arts group, automating so many of the processes and delivering exciting events through the years she has been our elected Chair. Personally I have learnt a whole bunch of things which have helped not only my own art journey, but also my work as Vice Chair; I am delighted to accept the position of Chair, having been elected at the AGM earlier this year.

My aim as Chair will be to concentrate on the membership of Herts Visual Arts – the core of the organisation. We are a community of artists coming together in an organisation where members matter to each other, and invest in common goals, a place where we have a feeling of belonging, and can learn and support each other. To make our community work, we need to be mindful of others, have compassion, and be courteous.

Our group, our membership, our community works because we work - together.



## FEATURED ARTIST - PAGE 12

Do you fancy being our featured artist? Taking part is easy - just send us three high resolution photographs of your work, a profile photo and 500 words of text; we hope to include information about one of our members in each issue.

[WWW.HVAF.ORG.UK/ARTISTS](http://WWW.HVAF.ORG.UK/ARTISTS)

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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 [news@hvaf.org.uk](mailto:news@hvaf.org.uk). Unfortunately there are no guarantees your words and pictures will be included - but they may well be!

## FOLLOW US AND FIND OUT WHAT WE ARE UP TO!



HERTFORDSHIREVISUALARTS



HERTS VISUAL ARTS



2021-HERTS-OPEN-STUDIOS



@HVAF



HERTSVISUALARTS



HVAF members taking a break after setting up the Big Art Fair in Hitchin Town Hall

# WELCOME



The first two issues of this Newsletter were well received 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 plan our Herts Open Studios 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 throughout the year, such as the Big Art Fair and Open Studios, we have been hosting online training for new members and are looking to develop some 'Live' Artists in Conversation through our Social Media too. If this is something you would be interested in taking part in, please do get in touch ([news@hvaf.org.uk](mailto:news@hvaf.org.uk)).

We appreciate that there is much we don't know about what will become normal as we move out of COVID restrictions, but hope our mix of online and in-person events will be beneficial, profitable and fun.

## FUTURE DIARY DATES

- October 25<sup>th</sup>: **New Member Training (2-3pm)**
- September 18<sup>th</sup> to October 10<sup>th</sup> (with a lead in from September 11<sup>th</sup>): **Herts Open Studios**

During 2021/22 we hope to bring you a range of events, both online and in-person. Visit our website for more information and watch out for our email newsletters too.

## MARKETING YOUR ART - PAGE 14

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.



# WELCOME TO NEW & Returning MEMBERS

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

- |                       |                     |                       |                    |                  |
|-----------------------|---------------------|-----------------------|--------------------|------------------|
| • AJAY PANCHAL        | • ELAINE SEEBY      | • JAY NOLAN-LATCHFORD | • MARCELA DÍAZ     | • RUTH SACKS     |
| • ALEXANDER NEWWELL   | • ELISE MENDELLE    | • JULIE MAGINN        | • MARIO LAUTIER    | • SARA BUTTON    |
| • ALONDENE PHILLIPS   | • GABRIELLE VICKERY | • KAREN MANGOLD       | • VELLA            | • SARAH BARROW   |
| • AMMA CROXEN         | • GAIL ROBINS       | • KERRY WANG          | • MICHAL PARR      | • SHIRLEY MAHER  |
| • ANN NORRIS          | • GILL MASTERS      | • KRISTIAN GRUBER     | • MURRAY BLACKET   | • SHRADDHA DESAI |
| • BARBARA SEDASSY     | • HEBBA RENA YASSIN | • LEON BARNES         | • NATALIE MCINTOSH | • STEPHEN HILL   |
| • BRIAN ARNOPP        | • HELEN BARON       | • LORNA BROWN         | • NISHIT SHAH      | • TANYA GLASS    |
| • CHARLES BINNS       | • HOLLY CASEY       | • LYN EMERSON         | • PENNY CARTER     | • URVI PATEL     |
| • CHRISTINA ARMSTRONG | • JANE RUSSELL      | • MAGGIE BIRCHALL     | • ROMNEY BROUGH    | • VICTORIA CULF  |
|                       |                     | • MAGDALENA PISUK     | • ROSWITHA LAMB    | • VIJAY PANCHAL  |

## NEW MEMBER TRAINING

Our first new member training sessions were exciting, and proved very useful for those who attended. Limited to 25 members per session, with bookings on a first come - first served basis, every member has the opportunity to join in. During these sessions we explain how the Website works, introduce 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. Sometimes this can all seem rather confusing and complicated. With this in mind, we will be during our sessions we will clarify 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.

Long standing 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 (Organising Group) will join in too, sharing their knowledge and expertise.

### WHAT'S INCLUDED

Items discussed during the sessions 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. Our next date is:

Oct 25<sup>th</sup> 2 - 3pm  
Nov 25<sup>th</sup> 7 - 8pm

## AN EYE FOR DETAIL? OR...NEVER LOST FOR WORDS?

If either of these descriptions sounds like you, you'll fit well into our Publications Team!

HVA is looking for members willing to lend a hand with copywriting and proof reading.

The writers will be producing copy for press releases, social media posts, event information, and our website. The proof readers will be checking copy for spelling, grammar and typos, using MS Word to track changes and add comments.

The Publications Team support those organising events, running marketing campaigns and fundraising for HVA. They play a key role in attracting new artists to our organisation, in raising our profile in the community and in promoting our events. This is a voluntary role.

**IF YOU CAN SPARE SOME TIME TO VOLUNTEER YOUR HELP IN THESE VALUABLE ROLES, PLEASE CONTACT VAL AT [ADMIN@HVAF.ORG.UK](mailto:ADMIN@HVAF.ORG.UK)**





# PAIN RELIEF...

OR HOW PENCILS, PAINT BRUSHES AND PILATES STRAIGHTEN ME OUT!!



I may be a professional artist with an interesting history in design and education, but nothing holds me together more than the emotional work I did as an art therapist. Working with geriatrics it became apparent that their difficulties with the physical and emotional life in hospital was vastly improved with simple hand/eye tasks, drawing and painting in these cases. Working alongside a professor of gerontology was fascinating and my memory of those "long stay" patients full of warmth, love and triumph over finding real and charming characters within.....the result was plenty of colour on those 1970's hospital walls!

Later on I worked with children who had learning difficulties, particularly dyslexia. Setting them up with their own sets of question/answer scenarios created a confidence as block by block of soundness and affirmation was building up. Architects, Head of Art, TV Directors nowadays amongst them all!

The Emotional work as an art therapist is now current within my own life. I live with a serious

scoliosis and it is a daily task practising Pilates to stay upright in order to do the artwork I demand of myself. Apart from scoliosis, nine major surgeries have straightened my joints and along with my Physiotherapist's help I attempt to be my own best art therapist.....picking up a pencil or making a splash with paint and working for anything from 30 seconds to 3 hours is my daily desire. But 30 seconds is in fact all it takes to transport me through that primal desire to make a mark. Have a reason to be. Have hope. Doesn't really straighten me physically but my mind is positive and set on continuing to challenge my skills.

Our human brains love a challenge, often actually needing a challenge just when we think we cannot take anything more. During my Life Drawing teachings I would set a fast and furious timed exercise. Not always welcomed and not always performed by all artists, this exercise had an amazing effect on the level of sound in the Life room. When time was up the



whole place erupted into vibrant chatter, brought about by all that new space flooding into brains that had had a workout. All it took were a few minutes of intense concentration to release all the day to day stuff that we carry. A mini brain holiday. Personally, I find more clarity and organisation within me after such moments, especially the following day.

Lockdown has given so many more people the opportunity to make, bake and create. The result is not just the products but the much deeper relation we have with our creative spirit, which is actually a real plus!! On a different note, the amount of artwork and craft-work etc produced will no doubt make sales in some places, but my philosophy is that of a therapist, an artist, not a company director. It is the freshness of experimenting and letting the art come through one in tandem with learning new techniques that makes a creative person happy.

For me, I might be wonky physically, but with a pencil and sketchbook I am travelling on a straight path to a better feeling. I do as I advise!

**Jackie Henderson**

Dip AD Fashion and Textiles, Belfast. ATC Goldsmiths, London  
HVAF Gallery: <https://www.hvaf.org.uk/galleries/jackie->



# BIG ART FAIR

REVIEW

ONLINE & IN PERSON  
16<sup>TH</sup> - 18<sup>TH</sup> JULY 2021

## OUR FIRST IN-PERSON EVENT!

Our 4th Big Art Fair was held in Hitchin Town Hall on one of the hottest weekends this summer, with over 50 artists, makers and artisans revelling in the number of visitors who came into town to see the amazing art.

The Preview Evening was a great success! Winners for the Sponsors Awards: Mike Rollins, Val Lawson, Judith Moule, Ann Hignall, Sally Taylor while May Grant won the Visitors Choice Award. Congratulations to all these talented members.

This pivotal event took place when the pandemic restrictions were still in place, so with help from the Town Hall staff, numbers in the hall were limited to 50 at any one time, we wore face-masks and kept our distance from others. We even had a one way system in place, cunningly devised to take visitors around every stand and table.

Everything went without a hitch - we were delighted to have approximately 1,000 visitors over the weekend and took around £10,000 in sales of beautiful treasured art.

Our thanks, as always, goes to our sponsors, ConsensusHR, Dragonfly Digital, Lamburn & Turner, Meridian Capital and We Are Money. We also thank the project team who worked tirelessly over the weekend in making sure everything ran smoothly, but also before and after the event in coordinating with the venue, talking to the screen and table companies as well as putting together our fun preview evening.

One of the extra offerings to members who had signed up to this year's Open Studios, before the Big Art Fair took place, was an invitation to take part in a short video of their work, talking about

why they had decided to join in with this year's Herts Open Studios. Artists who want to take part in our future events, but are not yet members, can easily join Herts Visual Arts. They can then take full advantage of all member benefits, including networking, area meetings, sharing work in their own online gallery within our website as well as exhibiting at events.

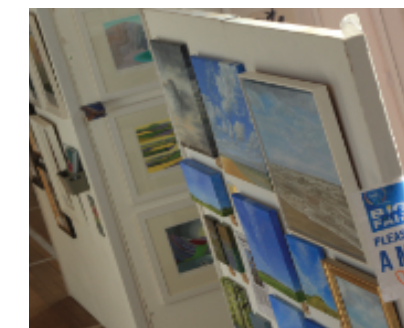
Membership can found on our Website: [www.hvaf.org.uk/artists](http://www.hvaf.org.uk/artists)



May Chung Grant wins Visitors Choice Award



Big Art Fair/Open Studios Video



**FIND OUT MORE**

**WWW.HVAF.ORG.UK/OUR-EVENTS/BIG-ART-FAIR**



# STAY INSPIRED

HVAF  
NEWSLETTER:

Email:  
news@hvaf.org.uk

*Write to us!*

As we come out of COVID restrictions, who or what inspired you this year, this month? Have you visited any exhibitions and have some thoughts? Share your stories with us!



WWW.HVAF.ORG.UK

**5**

Great things to explore

- 1 Artists, join us now
- 2 Discover our events
- 3 Enjoy art galleries
- 4 Sign up for news
- 5 Find opportunities for sponsors

**FIND OUT MORE**  
ENQUIRIES@HVAF.ORG.UK

**FIND OUT MORE**

[WWW.HVAF.ORG.UK/ARTISTS/LOCAL-AREA-MEMBERS-NETWORKING](http://WWW.HVAF.ORG.UK/ARTISTS/LOCAL-AREA-MEMBERS-NETWORKING)

# LOCAL AREA MEETINGS

*Why bother?*

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

Groups of artists come together regularly to meet, providing a great opportunity to chat about art journeys, events that are coming up and to share tips and tricks.

Monthly area meetings are organised by the local coordinator, but we also have a thriving textiles group.

With so many new members joining us for 2021's Herts Open Studios, now is the time to meet our new artists.

There have been many new initiatives born out of regular meet-ups such as 'Sketchbook Natters', artists taking part in plein-air painting sessions or coming together to prepare for the next year's Herts Open Studios, forming groups and finding venues.

Local area meetings are a brilliant way to meet like-minded people, so don't think these are just for a few, they are for us every member.

The value of Zoom has allowed us continue to meet regularly, but with the easing of COVID restrictions, many of us are being brave, visiting our local pub for a bevy or a coffee shop for a brew.

The A1M group recently met in the Rose and Crown in Welwyn, welcoming quite a few new faces. It was a great opportunity to discuss together what's happening for this year's Herts Open Studios.

Why not check the website and see when the next meetings are near you? I am sure you will find one quite close to where you live or work.



# AREA COORDINATORS

2021 is another strange year, but over the previous twelve months we have learnt to continuously adapt. We have missed meeting up in person, but now, with easing of COVID restrictions, we are starting to get together again.

Some meetings will continue with Zoom as it does have so many benefits, such as no travelling, allowing us to '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, or perhaps through the computer screen.



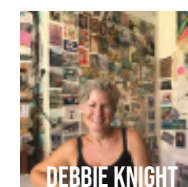
**SOUTH WEST  
HERTS/NORTH  
LONDON:**  
[swherits@hvaf.org.uk](mailto:swherits@hvaf.org.uk)

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



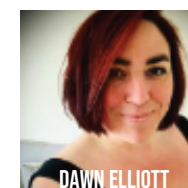
**HERTFORD/  
EAST HERTS:**  
[eherts@hvaf.org.uk](mailto:eherts@hvaf.org.uk)

1st Tuesday, 2.30pm, Mudlarks café, Hertford



**HARPENDEN/  
NW HERTS**  
[harpenden@hvaf.org.uk](mailto:harpenden@hvaf.org.uk)

3rd Wednesday, 2pm,



**ST ALBANS AREA:**  
[stalbans@hvaf.org.uk](mailto:stalbans@hvaf.org.uk)

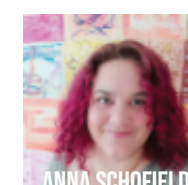
1st Thursday, alternating 3pm and 7pm



**BARNET/N LONDON:**

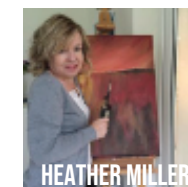
Vacancy for Area Coordinator

THIS COULD BE YOU



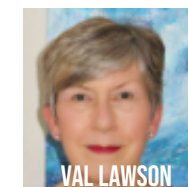
**DACORUM:**  
[dacorum@hvaf.org.uk](mailto:dacorum@hvaf.org.uk)

Facebook group - Herts Visual Arts Dacorum.



**CENTRAL HERTS:**  
[welwynhatfield@hvaf.org.uk](mailto:welwynhatfield@hvaf.org.uk)

North Herts plus Welwyn/Hatfield share the A1M Facebook group, with meet-ups in the first half of the month.



**NORTH HERTS**  
[nherts@hvaf.org.uk](mailto:nherts@hvaf.org.uk)



**TEXTILES GROUP:**  
[textiles@hvaf.org.uk](mailto: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.

Photo by Rustam Mussabekov on Unsplash

## BECOME A COORDINATOR!

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

Many of the areas around the county are represented by an Area Coordinator who is 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](mailto: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

**FIND OUT MORE**

[WWW.HVAF.ORG.UK/ARTISTS/LOCAL-AREA-MEMBERS-NETWORKING](http://WWW.HVAF.ORG.UK/ARTISTS/LOCAL-AREA-MEMBERS-NETWORKING)



# EXHIBITIONS

Members of HVAF often take part in exhibitions, one of the key ways of sharing their art with people. Explore some of the upcoming shows, visiting our website for more information.

## ART ON THE HILL

16 to 30 September 2021



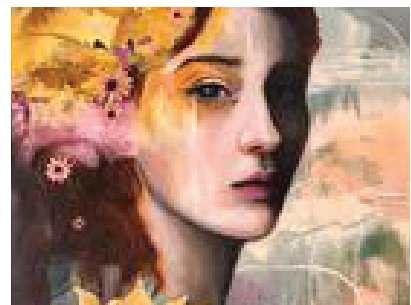
**Venue:** Collective Gallery

**Timing:** Tuesday to Sunday  
10am - 5pm

**Cost:** Free

## "AURA" EXHIBITION AT THE HOLY ART GALLERY

1 October 2021 to 8 October  
2021



Let the sunshine in oil painting,  
Marcela Díaz

**Venue:** The Holy Art Gallery

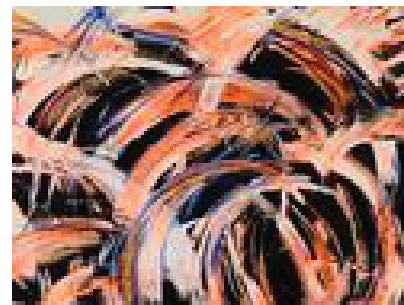
**Timing:** 11:00 to 18:00

**Cost:** Free

I will be taking part of the  
physical exhibition "Aura" at The  
Holy Art Gallery in London with  
my painting.

## NEW ARTIST FAIR

Friday, October 1, 2021 to  
Sunday, October 3, 2021



**Venue:** Truman Brewery

**Timing:** 7-9pm Friday 1st and all  
day Saturday and Sunday

**Cost:** £12

Tanya E Glass will be exhibiting  
at the New Art Fair from 1-3  
October 2021 along with new  
budding artist

## ESSEX CHRISTMAS FAIR

6 November 2021 to 7 November  
2021



**Venue:** Temple Cressing Barns,  
Witham Rd, Cressing, Braintree,  
CM77 8PD

**Cost:** Adults £5, Concessions £4

Maggie Birchall I will be have a  
wide range of my unique,  
handmade silver and gemstone  
jewellery for sale - great timing for  
Christmas shopping! Please do  
come visit.

## MARSTON MORETAIN

Monday, November 11, 2021 to  
Friday, December 31, 2021



**Venue:** The forest centre and  
millennium country park

**Timing:** 9-4pm weekdays 9-5pm  
weekends

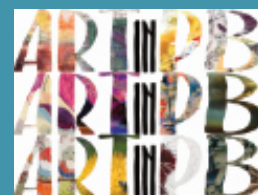
**Cost:** Free

Here is one of Jo Franks  
paintings for this semi permanent  
exhibition in this wildlife centre as  
part of Dunstable and district art  
club.

## ART IN WENTA

Art @ the btc  
local artists : local talent

Some of our members  
have art on a continuous  
display at Wenta  
Business offices in  
Potters Bar and the BTC  
in Stevenage.



**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/WORKSHOPS-EXHIBITIONS](http://WWW.HVAF.ORG.UK/WORKSHOPS-EXHIBITIONS)

# WORKSHOPS

Explore upcoming workshops below run by our members. All members can add their workshops from their Account home page

## PAINTING ANIMALS WITH BRUSHO



**Venue:** Broadway Chambers Station Place  
Letchworth Garden City SG6 3AD

**Date:** Weds, September 29

**Timing:** 1:30pm - 4:00pm

**Cost:** 30.00

During this workshop you will  
explore how the exciting medium,  
Brusho Crystal pigments, is fun to use.

## SIMPLE ABSTRACT COMPOSITION



**Venue:** Broadway Chambers, Station  
Place, Letchworth, SG6 3AD

**Date:** Friday, October 1

**Timing:** 10.30am - 1pm

**Cost:** £30 including all materials

Join Val to discover how to make  
compelling abstract compositions  
using a simple effective and well-  
tested approach.

## PAINT A PORTRAIT IN OILS - FOR BEGINNERS



**Venue:** The Arthouse Oasis Studio

**Date:** Thursday September 30

If you would like to learn how to  
paint a portrait in oils in a direct,  
lively, expressive way then this  
workshop is for you.

## BEAUTIFUL BRUSHO SEASCAPES



**Venue:** Jolocality Art pop up studio,  
Houghton Regis.

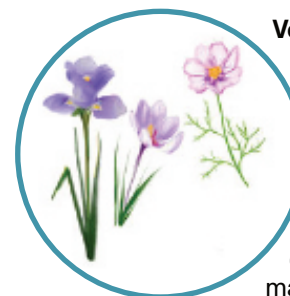
**Date:** Saturday, October 2

**Timing:** 2-3pm

**Cost:** £15 all materials included

Come and learn how to create loose  
seascapes in brusho. No experience or  
artistic talent required.

## BLOOMS AND BOOKS



**Venue:** Broadway Chambers, Station  
Place, Letchworth Garden City, SG6  
3AD

**Date:** Thursday, September 30

**Timing:** 1.30 - 4.00

**Cost:** £30.00

Come and explore a range of media to  
make pictures of freshly picked garden  
flowers and plants, and then learn how to  
make a simple, spined, bound book to hold  
your drawings.

## BEADED BOOKMARKS: FREE FAMILY ACTIVITY



**Venue:** Dacorum Creatives Art Hub, The  
Marlowes, Hemel Hempstead

**Date:** Saturday, October 2

**Timing:** 2pm - 4pm

**Cost:** FREE

As part of Fun Palaces Dacorum  
Anna is offering Free Family drop in  
art activity. Come along and create  
your own beaded bookmark or keyring.

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/WORKSHOPS-EXHIBITIONS](http://WWW.HVAF.ORG.UK/WORKSHOPS-EXHIBITIONS)



# FEATURED ARTIST SABBI GAVRAILOV



IN THE STUDIO

Sabbi Gavrailov is a self-taught artist from Bulgaria working and creating in Hemel Hempstead, Hertfordshire. Sabbi originates from the town of Brezovo which is also the birthplace of two iconic Bulgarian artists: Zlatyu Boyadzhiev, who died in 1976 and is known for his portraits and landscapes depicting the village life in the region, as well as Mincho Katsarov, an artist celebrated in France but virtually unknown in his home country.

Sabbi relates to Zlatyu Boyadzhiev through his great grandfather who was Zlatyu's close cousin. He strongly believes his talent comes from the roots of the family. There are striking similarities found between the landscape painting style of Sabbi Gavrailov and Zlatyu Boyadzhiev. In his early days, Sabbi also took lessons in the atelier of

another famous contemporary artist from the Plovdiv region Geno Lazarov.

Sabbi graduated from the Vocational School of Architecture and Geodesy in Plovdiv, Bulgaria in 1996, settling in the UK in 2003, two years later acquiring a Professional Diploma in Digital Photography from The

Institute of Photography (IOP) in London.

***"My college years gave me a different perspective on art while I studied architecture. Then I got drawn to digital photography very quickly and I felt the need to study further to get the most out of it. I got my diploma in digital photography and this opened a different world, through the lens. Now inevitably the painting and photography for me go hand in hand".***

A fascination with digital photography over the past decade has helped to encourage Sabbi's love of travel photography as well as his favourite subject Portraiture. Despite always wanting to become an artist one day, the opportunity had never really presented itself until the recent death of his father's back home in Bulgaria which unleash a creative outpouring of emotion.

***"As if my mind was reprogrammed overnight, it is unexplainable, I see no sign of stopping, quite the opposite, I constantly experiment and study different styles of painting and learn new techniques. I am strongly drawn to portraiture, and still-life paintings. I set myself higher challenges with each painting, this approach motivates me!"***

Sabbi now receives commissions for classic portraits, still-life paintings as well as landscapes. Some of his paintings are in private collections in the United Kingdom, the Middle East, and Bulgaria.



PORTRAITS

OIL PAINTINGS  
REALISTIC PORTRAITS  
STILL-LIFE PAINTINGS

## CONTACT DETAILS:

Tel: +(44) 07908429793

e-mail: sabbi.gavrailov@gmail.com

[www.gavrailov-art.com](http://www.gavrailov-art.com)

Twitter: <https://twitter.com/GavrailovArt>

Instagram: [https://www.instagram.com/gavrailov\\_art/](https://www.instagram.com/gavrailov_art/)

Facebook: <https://www.facebook.com/gavrailovart>

Etsy: <https://www.etsy.com/uk/shop/GavrailovArt>



CHAMPAGNE TRIBUTE

[WWW.HVAF.ORG.UK/GALLERIES/SABBI-GAVRAILOV-GAVRAILOV-ART](http://WWW.HVAF.ORG.UK/GALLERIES/SABBI-GAVRAILOV-GAVRAILOV-ART)



# MARKETING YOUR ART - FACEBOOK



Businesses of all shapes and sizes connect with Facebook users – that's more than 140 million people using this social media channel every month.

## TIPS ON USING FACEBOOK TO PROMOTE YOUR ART

Facebook remains the most popular social media platform, a social network with 1.85 billion people accessing posts and stories from friends, contacts and businesses every day.

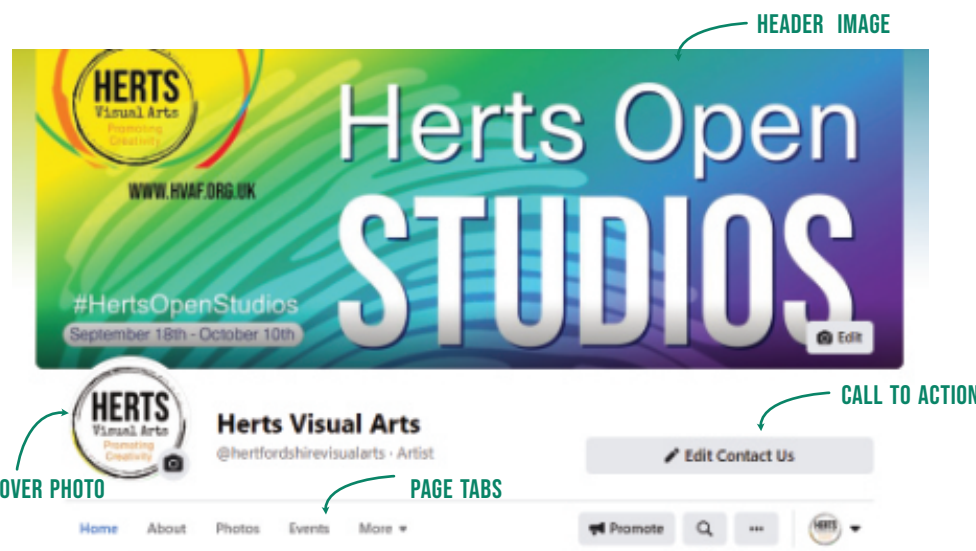
Having a Facebook page, dedicated to promoting your art is a great way to attract and engage with new contacts, sharing fabulous images of your creations whether paintings, ceramics, textiles, jewellery, photography – or whatever your chosen art form is.

### BUSINESS PAGES VERSES PERSONAL PROFILES

First things first. You need a business page. We all start with a personal profile, but if we are using it to share business content – and we are in the business of creating wonderful art to sell – then we need a business account. They are similar but a business account allows people to Like your page. They receive your posts into their newsfeeds too which doesn't happen with a personal account. In fact using your personal profile for business activities is against Facebook's Terms of Service so make sure, if you haven't already, convert it to a business page.

### VANITY URL

What is a Vanity URL? When you create your business page, you are assigned a bespoke url which comes with a set of identifying numbers, something like



facebook.com/pages/yourbusiness/123456789. It's a good idea to change this to something more akin to you or your art. For example, HVAF Facebook page is facebook.com/hertfordshirevisualarts. By doing this your page becomes easier to find by potential contacts.

### YOUR COVER PHOTO

Adding a beautiful cover image representing what you do is a great way to encourage visitors to explore your page, learn what you do and Like your page. The dimensions to fit the top area are 820 x 312 pixels.

### A PROFILE IMAGE

A small thumbnail image, maybe your logo or a photograph of yourself, is used at the top of the page right next to your cover image. It is also used for all the posts and comments you make. Developing recognition is such an important

part of promoting your art on social media, so do try to use the same image across all your social media channels.

### ABOUT YOU

A little biography of who you are and what motivates you should be added to the About tab. This section is where most people go to first to check you out. A small, brief description becomes the preview viewable on your page. You can add more detailed text should you want to using the 'Add additional text' section, clicking the pencil icon.



### BADGES

We all like rewards and Facebook provides a way for us to thank you for being responsive to messages received through Facebook. By responding to messages, you can earn a "Very responsive to messages" badge which will be

shown below your page's cover image – but you need to have responded 90% of the time within 15 minutes of the message being sent. The benefit of achieving this accolade is visitors learn you care about them, and are listening to what they are saying.

Not all is lost if you are unable to achieve this, but it certainly is a benefit.

## THE CALL-TO-ACTION BUTTON

A fabulous and handy feature is the Call-to-action button.

This can be Contact Us, linking to email, Visit my Shop – a url link taking visitors to your website. Facebook offer a whole array of features that you can choose from.

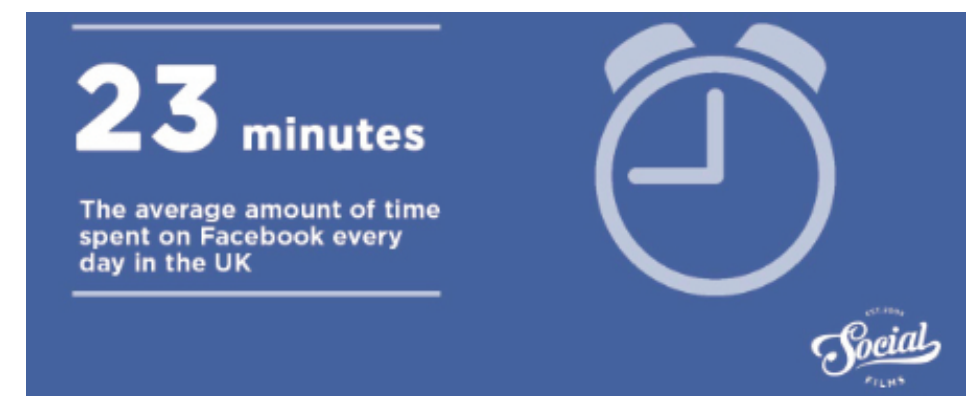
## PAGE TABS

The default tabs available are Timeline, About, Photos, Likes and More. However, you can add to these. Think of tabs as a way to link to different pages within a website, or even individual call-to-actions.

Page Tabs are at the top of your page, just below your cover image, making them very easy to find. They are a great way to promote different activities - for example, the Events tab is perfect for highlight shows you will be taking part in.

## QUALITY VERSES QUANTITY

Discussions I have had about the amount of posts to make always include how often to post. One thought is to post more often to develop engagement with people



who like your page, but then swamping feeds can turn people away as they get fed up with the same thing.

Beautiful images, relevant and well written text, and a sprinkling of engaging videos properly planned will have a positive effect on the Facebook algorithms. Getting more likes and especially comments is more important than making lots of posts. Give your self time to engage with your potential customers, to build your relationship with them.

## WHEN TO POST

Through experience, organisations have found times and days that suit their audiences. Your followers will be different because of geographical location, the type of content you are sharing, the reasons for your posts (for instance are you aiming for clicks or shares?). There is information available regarding the best times to post to Facebook - such as Weds 11am to 2pm, or Tuesdays through to Thursdays, 8am to 3pm. The worst day is Sunday, and any time before 7am or after 5pm tends not to get to many views. This is very

general though and you need to test out posting times with your audience.

Make sure to look at the statistics available on a business account, and be brave, experiment with what and when you post to find the best responses you can.

## REFERENCES

### Graphics:

<https://www.socialfilms.co.uk/blog/facebook-uk-statistics>

### Downloadable Cheat-Sheet:

<https://blog.hubspot.com/blog/tabid/6307/bid/24422/the-ultimate-facebook-marketing-cheat-sheet.aspx>

### Setting up a page is simple.

<https://www.facebook.com/business/help/104002523024878>

### To create a vanity url:

<https://www.facebook.com/settings?tab=account&section=user-name>

### Learn all about do's and don'ts for Facebook:

[https://www.facebook.com/policies\\_center/pages\\_groups\\_events](https://www.facebook.com/policies_center/pages_groups_events)





# OPEN STUDIOS 2021



Now's the time to plan how we get back out there and re-engage with audiences around the county. Individually or in groups, we can be very creative about how we do Open Studios (OS) this year.

## SO MANY POSSIBILITIES

From 18th September - 10th October 2021, Herts Open Studios again brings artists, artisans and art-lovers together for 3 weeks of inspiration, discovery and rich opportunity. Established over 30 years ago, it remains a popular and well-established part of the Hertfordshire annual art calendar with professional and amateur visual artists, artisans, makers and designers who live or work in or near Hertfordshire taking part.

## NEW FOR 2021

We are offering a Virtual Open Studios option alongside our well-loved In-Person studio experience.

Building on 2020 successes, our website is delivering much-improved local area and topic searches as well as interactive online maps - a user experience optimised for mobile.

Whatever your motivation, wherever you are on your own art journey, Open Studios offers a unique chance to grow, or if you are an art-lover, then you are in for a real treat as you visit amazing and breath-taking artworks.

From artists starting out in their living room or garage, to established artists with a secure customer base - everyone is different. For our artists, being part of Open Studios is a great way to reach out across the county, gain new skills and make new connections.

## WHAT TO DO

We have already had a couple of on-line discussions, but more will follow as we begin the marketing and promotion in earnest, so watch out for emails sharing the dates and times.

Join in with local area meetings which are a great way to get to know other members across the county and find out what marketing other members are doing to promote their Open Studio. You can contact any Area Coordinator from our website for information about meetings in their areas.

[www.hvaf.org.uk/about/organising-group](http://www.hvaf.org.uk/about/organising-group)

The HVAF Website is full of information as well as downloadable resources. Our 'For Artists' tab has almost everything you need to know, including key dates, help/tips,

terms and conditions, how to prepare, insurance, and more. Remember, our website is a living document, with information and content updated every week.

## WHEN IS IT?

Herts Open Studios runs from 18th September to 10th October 2021, with lead-in promotion from 11th September.

## DAILY THEMES

Each day will feature one of 23 Daily Themes, searchable on the website. Embrace each one as an opportunity to interpret your work, or perhaps produce/publicise a daily piece or sketchbook entry on the theme of the day. Themes are a fabulous way to engage new and existing audiences. Each theme will have a flipbook/video.

## FIND OUT MORE

[WWW.HVAF.ORG.UK/OPEN-STUDIOS](http://WWW.HVAF.ORG.UK/OPEN-STUDIOS)

# OPEN STUDIOS 2021



## THE OS BROCHURE

This year, we re-thought our well-loved Open Studios brochure and are pleased to share it online as an e-Brochure/flipbook rather than in print. Packed with all the content and information about our individual artists that we know and love, we have added new features including an expanded and updated layout.

We're especially encouraging local trail information, making local visits even easier.

We are also continuing the theme-based flipbooks and videos launched in 2020, as well as the range of video-based studio tours and opportunities to meet the artists themselves.

## SEPTEMBER:

- Area Meetings, discussions, local OS initiatives and discussions across Herts
- Registered OS artists receive regular emails/info on upcoming support and planning
- Artists prepare videos, contributions, content and join in with Area Meetings
- Artists check insurance needs, risk assessments and organise as appropriate
- Artists/HVA continue marketing and publicity. Remember our Quarterly magazine-style newsletters includes marketing hints and tips.





# 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.



The Big Art Fair 2020 Sponsors Award

### 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)**

# ADVERTISING

## ¼ PAGE 130 X 100 MM

Dimensions provided for advertising in our Quartely magazine,

## 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

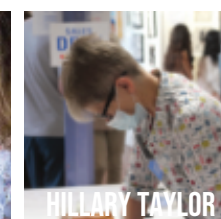
The Organising Group (OG) meet every month to plan, organise and support Herts Visual Arts members and artists, by managing the finances, sharing skills, connecting with area coordinators, brainstorming ideas for future events, and more.

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

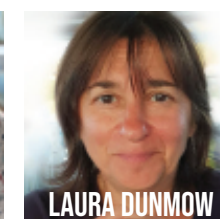
If you would like to get involved, please contact the Chair at [chair@hvaf.org.uk](mailto:chair@hvaf.org.uk) letting us know what areas you would like to get find out about, for example: Social Media posting, copy editing etc.



SALLY TAYLOR



HILLARY TAYLOR



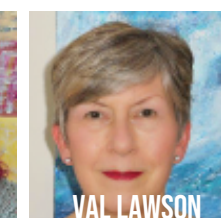
LAURA DUNMOW



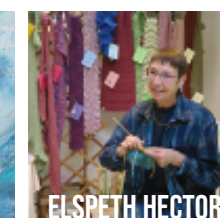
SUSHEEL RAO



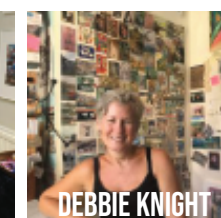
ANNA SCHOFIELD



VAL LAWSON



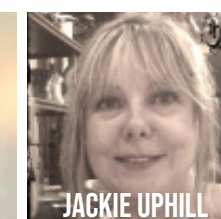
ELSPETH HECTOR



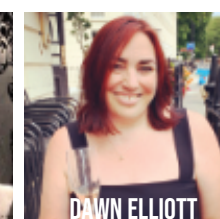
DEBBIE KNIGHT



HEATHER MILLER



JACKIE UPHILL



DAWN ELLIOTT



MAGGIE BIRCHALL

## FIND OUT MORE

[WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP](http://WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP)



## WHO CAN JOIN HERTS VISUAL ARTS?

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

SCULPTORS, PAINTERS, GLASSWORKERS, PHOTOGRAPHERS, FINE ARTISTS, TEXTILE ARTISTS, AND MUCH, MUCH MORE.

WITH NO MINIMUM REQUIREMENTS, WE PROVIDE A SPACE WHERE MEMBERS CAN CREATE AND GROW, SHOW THEIR WORK AND GET TO KNOW OTHER ARTISTS, MAKERS AND ARTISANS.

## 5 GREAT REASONS TO BE A MEMBER OF HVAF!

With annual membership (1st April in any calendar year to 31st March 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 with 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 e-Newsletter as well as our new quarterly magazine-style 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 [news@hvaf.org.uk](mailto:news@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](http://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, Pinterest and Instagram
- Artist bio and contact details
- Links to your own Website
- Listings of your own workshops and exhibitions (virtual and actual).

### 5. SOCIAL MEDIA

Look out for (and join in with) our hashtags [#hertsvisualarts](#) [#hertsopenstudios](#) and 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.

**FIND OUT MORE**

**[WWW.HVAF.ORG.UK/ARTISTS](http://WWW.HVAF.ORG.UK/ARTISTS)**

