



# NEWS LETTER

ISSUE NO.4 WINTER

IT'S FOR YOU!

[WWW.HERTS.ORG.UK](http://WWW.HERTS.ORG.UK)



MARKETING YOUR ART

*With Pinterest*

AREA MEETINGS

*Meet others in your area*

WORKSHOPS & EXHIBITIONS

## IN THIS ISSUE...

As you have probably guessed by now, our quarterly Newsletter is growing. Not only does it focus on upcoming events with which our Members can get involved, 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!

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## 5 GREAT REASONS TO BE A MEMBER

### 1. NETWORK AND COLLABORATE

### 2. MEMBER-ONLY EVENTS

### 3. NEWSLETTERS

### 4. OUR WEBSITE

### 5. SOCIAL MEDIA

#### WHO CAN JOIN HERTS VISUAL ARTS?

We welcome all artists and makers living and/or working in or near Hertfordshire.

Sculptors, Painters, Glassworkers, Fine Artists, Photographers, Textile Artists, and many, many more.

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



## DIARY DATES

- Nov 19<sup>th</sup> to Dec 31<sup>st</sup>: **Christmas Showcase**
- Jan 17<sup>th</sup>: **Annual Conference**
- Jan 25<sup>th</sup>: **Hints and Tips**

During 2022 we hope to bring you a range of events, both on-line and in-person. Visit our Website for more information and watch out for our email Newsletters too.

## PUBLICATION DATES

Our new format magazine-style quarterly Newsletter provides updates, news, event information, hints and tips. A more in-depth look at art, and, of course, our regular featured artist.

All information including articles, copy and images to be emailed to [news@hvaf.org.uk](mailto:news@hvaf.org.uk).

#### Dates:

- Jan: Compile issue 5
- Feb: Deadline for copy – 10<sup>th</sup>
- March: Issue 5 published
- April: Compile issue 6
- May: Deadline for copy – 10<sup>th</sup>
- June: Issue 6 published

In the next two issues we hope to focus on marketing your art in galleries and exhibitions, including HVAF events, as well as how to get the best out of our Website.



## WELCOME



2021 saw a range of events. Some were on-line until, as lockdown started to ease, we cautiously held our summer Big Art Fair in July, and then, with more confidence, our annual Open Studios (OS) in September/October when small studios flung their

doors open and larger gatherings of artists took over pop-up shops. We battled with the vagaries of the weather and had to take our chances with the availability of fuel – coming out the other side with some fantastic OS stories, meet-ups, and commissions.

As we move towards the end of this year, we have glitter and sparkle on offer with our Christmas Showcase Exhibition – all on-line. We have run two Facebook Live events (viewable on our Facebook page @hertfordshirevisualarts), where we showcased beautiful and desirable art and selected artists shared their stories.

The New Year will start with our Members' Conference which is already being planned, with the rest of 2022 focusing on what membership of HVAF means, and the help on hand as we travel along our own artistic journeys.

*Sally Taylor*

## MARKETING YOUR ART - PAGE 14

Each quarter we will look at ways we can promote our artwork, and in this Newsletter we get a glimpse of how to use Pinterest as a promotional tool.

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/ARTISTS/JOIN-MEMBERSHIP-BENEFITS](http://WWW.HVAF.ORG.UK/ARTISTS/JOIN-MEMBERSHIP-BENEFITS)

# WELCOME TO *New & Returning Members*

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

BLAKE SULLIVAN - BARNET  
 ANNA MAHER - BARNET  
 ANASTASIYA ZALYUBOVSKA  
 - WEST HERTS  
 YAD ALAALDIN - WEST HERTS  
 JOHN HEWITT - WEST HERTS  
 LESLEY BOOST - EAST HERTS

SHARON CAIRNS - DACORUM  
 HELEN HARRIS - NORTH HERTS  
 ANNA STYRC - EAST HERTS  
 VANESSA HOCKING-CREEK  
 - NORTH HERTS  
 ZSUZSANNA SZANYI  
 - NORTH HERTS

BERNARD GARDNER - EAST HERTS  
 STELLA GORDON - WEST HERTS  
 JANET PECK - NORTH HERTS  
 MERI ADELIN - EAST HERTS  
 DENI LILLIAN - DACORUM



## WHO'S WHO IN HVA

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

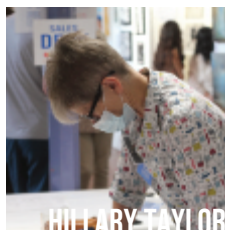
With expertise in business development, marketing and branding, as well as in different art mediums the OG is a fun and committed volunteer group.

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 you are interested, or have skills, in (e.g. social media, copy-writing, proof-reading, event organisation, area coordinator support, etc.).



SALLY TAYLOR



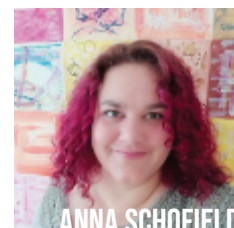
HILLARY TAYLOR



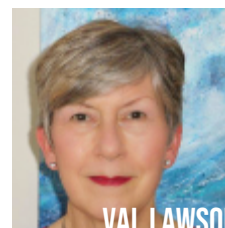
LAURA DUNMOW



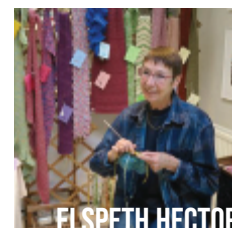
USHEEL RAO



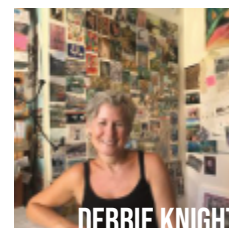
ANNA SCHOFIELD



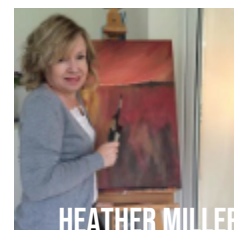
VAL LAWSON



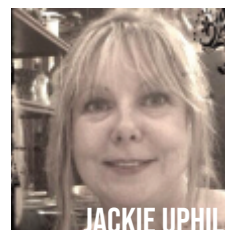
ELSPETH HECTOR



DEBBIE KNIGHT



HEATHER MILLER



JACKIE UPHILL



DAWN ELLIOTT



MAGGIE BIRCHALL

We have now run a few Zoom sessions which have been useful for new Members to learn more about the benefits and function of our Website. The hints and tips shared are a great way of helping everyone feel at home with our site and how to manoeuvre around it.

These meetings are limited to 25 Members, with bookings on a first come, first served basis. We are hoping that every member will take up the opportunity to join in, meet others and share their own hints and tips too.

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. With this in mind, during our sessions we will clarify how you can get the best out of your membership, and provide practical reminders such as

how to update your Gallery with the best images, etc.

Watch out for the e-Newsletter coming into your inboxes to find out when you can book. Places are limited for each of the sessions so questions can be fully answered and practical help provided.

Long-standing Members will also be able to book to learn about some of the new opportunities available and to gain a refresher about how things work.

## 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 on-line 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, every two months.

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

Jan 25<sup>th</sup>: 7pm  
 March 25<sup>th</sup>: 7pm

## FIND OUT MORE:

[WWW.HVAF.ORG.UK/ABOUT/ORGANISING-GROUP](http://WWW.HVAF.ORG.UK/ABOUT/ORGANISING-GROUP)

# TEXTILE ARTS



Herts Textile Arts (HTA) was formed in 2004 and membership is open to any member of HVA who works in the primary medium of textiles, or textiles and mixed media. HTA is an informal (i.e. no separate constitution), collectively-run subgroup of Herts Visual Arts and to be part of HTA, HVA membership is a precondition. HTA currently has 11 Members who meet every 2 to 3 months socially and, in between, hold business meetings by Zoom. The business meetings tend to focus on plans for exhibitions, etc., whereas the social meetings are varied; they include visiting exhibitions, meeting for lunches, and work-in-progress catch-ups.

When HTA was set up its aim was to bring textile artists together. At that time, practitioners of textile art were more isolated than today and the discipline less established, so the group played an important role in the exchange of ideas, knowledge, and in providing

support to each other. While textile art is now a more mainstream and a considerably more established art form, the inherent diversity of the medium and variety of techniques means that group Members still benefit greatly from sharing ideas and approaches, and contributing to exhibitions that promote contemporary textile art. The group encourages and welcomes new Members who must be committed to playing an active part including contributing pieces to, and help with arranging, exhibitions. Practitioners in any and all textile art techniques, including textiles



in combination with other media, are welcome.

In recent years the group has exhibited in Hertford Theatre, Watersmeet (Rickmansworth), Spotlight Theatre (Broxbourne), Parndon Mill (Harlow), Baldock Arts and Heritage Centre, Fiodra Barge Gallery, and Courtyard Arts, (Hertford). The group is currently looking for locations for a 2022 exhibition with the title 'What lies beneath'.

Contact [textiles@hvaf.org.uk](mailto:textiles@hvaf.org.uk) for further details.

## HVAF NEWSLETTER:

Email: [news@hvaf.org.uk](mailto: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!

#HertsVisualArts



## BECOME A COORDINATOR!

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

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, keep in touch with local artists, and share information.

All members is 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 on 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 (@hertfordshirevisualarts), Twitter (@HVAF) and Instagram (@hertsvisualarts, @hertsvisualartschair).



## 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)



WWW.HVAF.ORG.UK

# AREA MEETINGS

#HVAFMEMBERS



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

Regular meetings with other artists provide a great opportunity for chatting about your art journeys and events coming up, and for sharing helpful, practical, tips and tricks. Monthly area meetings are organised by the local coordinator, but we also have a thriving Textiles Group (see page 6).

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.

For example, the A1M group met in the Rose and Crown in Welwyn, welcoming quite a few new faces. It was a great opportunity to discuss

together what was happening for this year's Herts Open Studios.

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 every Member.

Zoom has allowed us to continue to meet regularly, but, with the easing of COVID restrictions, many of us are being brave, getting together in a local pub or coffee shop.

Check the Website to see when the next meetings are near you. I am sure you will find one quite close to where you live or work, so do go along if you can. If you don't drive, or can't easily get to a venue, contact your area coordinator and see if someone else can give you a lift.

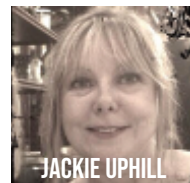
## FIND OUT MORE:

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

# AREA COORDINATORS

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

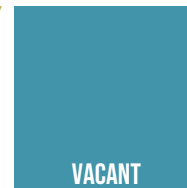
Some meetings will continue on Zoom: it does have so many benefits, such as no travelling, allowing us to 'pop-in' to any of the area meetings, meet other Members, and find out what's going on around the county. Hopefully we will see you soon, either in-person, or via the computer screen.



JACKIE UPHILL

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

3<sup>rd</sup> Tuesday, 8pm, The Stag Pub, Chorleywood



**BARNET/N LONDON:**

Vacancy for Area Coordinator



MAGGIE BIRCHALL

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

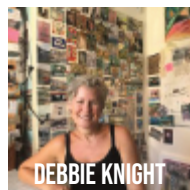
1<sup>st</sup> Tuesday, 2.30pm, Mudlarks Café, Hertford



ANNA SCHOFIELD

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

Facebook Group - Herts Visual Arts Dacorum.



DEBBIE KNIGHT

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

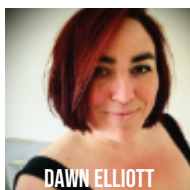
3<sup>rd</sup> Wednesday, 2pm



HEATHER MILLER

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

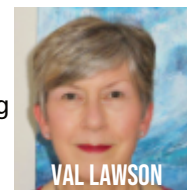
North Herts plus Welwyn/Hatfield share the A1M Facebook Group, with meet-ups in the first half of the month.



DAWN ELLIOTT

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

1<sup>st</sup> Wednesday, alternating 3pm and 7pm (from January).



VAL LAWSON

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

Joint meetings with Central Herts Group.

## FIND OUT MORE:

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

# EXHIBITIONS

Visit our Website for more information and explore some upcoming shows. Members of HVAF often take part in exhibitions, one of the key ways of sharing their art with other people.

## MARSTON MORETAINE

Until Friday, December 31, 2021



Venue: The Forest Centre and Millennium Country Park.

Timing: 9am-4pm weekdays, 9am-5pm weekends

Cost: Free

Above is one of Jo Franks' paintings for this semi-permanent exhibition in this wildlife centre as part of Dunstable and District Art Club.

## CONTINUOUS EXHIBITION

23 February 2021 to 31 December 2021



The Fleetville Emporium, 21a Churchgate, Hitchin.

This exhibition is in The Fleetville Vintage Emporium. It currently contains the work of Debbie Knight, Amanda Xuereb, Audrey Pollok, and others.

*“Colour! What a deep and mysterious language. It is the language of dreams.” - PAUL CAUGIN*

Visual Arts  
PROMOTING  
CREATIVITY

# WORKSHOPS

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

## SPRING BLOSSOM-WATERCOLOUR

On-line video tutorial



3 March, 2020 to 31 March 2022

Learn how to use watercolour wet on wet and wet on dry techniques to

create this lovely Spring scene of cherry blossom on a wet day.

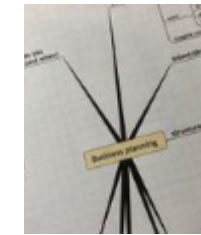
## ON LINE VIDEO TUTORIAL PAINTING ANIMALS WITH BRUSHO

On-line Workshop



Welcome to this new series of Brusho on-line classes with Sally Taylor, creating beautiful animals using Brusho Watercolour Powders - of course!

## WHO ARE YOU? WHAT DO YOU WANT?



Focusing on a direction, with Hillary Taylor

1 August 2021 to 16 December 2022

On-line workshop

Whether you're starting out, already running your own (art) business or looking for change, why not do a bit of direction-finding to focus on your plans and what it means to you?

## TEXTILE ART WORKSHOPS



7 September 2021 to 7 September 2022

29 Verulam Gardens, Luton, LU3 3SE

In this series of workshops, Batik, tie & dye, silk painting, weaving and screen printing are explored.

FIND OUT MORE:

WWW.HVAF.ORG.UK/WORKSHOPS-EXHIBITIONS

FIND OUT MORE:

WWW.HVAF.ORG.UK/WORKSHOPS-EXHIBITIONS/WORKSHOPS

# FEATURED ARTIST DEBBIE KNIGHT

Visual Arts  
PROMOTING  
CREATIVITY



DEBBIE KNIGHT

Mark-making and expressive abstracts have been the building blocks of the last few years, with rotating core themes of ancient history, myth, faith, man's beginnings and dreams.

Working predominantly in oil paint, Debbie Knight is a keen observer of our surrounding world, its structure and constraints.

This is shown through the creation of layers and textures in her work, by adding and removing colour, keeping the beauty and wonder showing through layered mark-making and building an image which allows the viewer room for their own interpretation.

Debbie has exhibited widely in recent years and

had her last major exhibition at New Maynard Gallery before the COVID lockdown. She regularly takes part in HVAF Open Studios, and the Big Art Fair, and has pieces for sale with Saatchi Art.

As the chair of Harpenden Arts Club, Debbie has recently helped organise the Annual Exhibition. This was a huge success, equalling the previous 2019 exhibition despite being in a new Southdown location. She is also now leading a number of club evenings, the latest being 'ways into abstraction'.

As a graduate with a degree in Art with Qualified Teacher status from The University of Warwick, Debbie's activities include helping



others on their art journey, regularly supporting artists in their activities. She is an Area Co-ordinator for Herts Visual Arts covering Harpenden, Luton and Dunstable.

Debbie has sold work to the set designers of Holby City and these can be seen regularly on the programme, plus she had a four page article about her work in this June's Hertfordshire Life Magazine.

The pink painting with yellow circles is one of Debbie's newer paintings.

*"I am working on paring back my images, focusing on simpler compositions which clarify my message".*



TEACHING



PINK

- **Email:** [debbieknight88@hotmail.com](mailto:debbieknight88@hotmail.com)
- **Instagram:** <https://www.instagram.com/debbieknight88>
- **Website:** <https://www.debbieknightart.co.uk/>

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/GALLERIES/DEBBIE-KNIGHT](http://WWW.HVAF.ORG.UK/GALLERIES/DEBBIE-KNIGHT)



# MARKETING YOUR ART - *Pinterest*



Pinterest is a social media site that I have enjoyed since it launched; it's a great way of gaining inspiration, maybe for some home decorating, cooking or gardening. There is so much to view on this platform that an hour has passed before I've realised it.

Herts Visual Arts has been making use of Pinterest for a few years. For Open Studios every participating artist had their photo posted onto the Open Studio's account, and the response has been quite exciting.

During the 4 weeks of posting, the HVA boards gained 1,130 impressions – that's visitors seeing the posts. Of this number, there was an audience of 739 people and of these 14 made comments or likes, plus there were 11 engagements – that's 11 click throughs to an artists' Gallery page. This might not sound like much, but it does highlight that, with just a little effort, we have more

visitors viewing Members' work.

If you visit our account in Pinterest, <https://pin.it/8r53txE>, you can see all our wonderful Pins (that's what Pinterest calls them – think of a notice board with ideas and thoughts pinned to it).

## PINTEREST SHARES SOME GREAT TIPS ON HOW TO CREATE THE PERFECT PIN

### IMAGES

**File type:** PNG or JPEG.

**Max file size:** 20 MB.

Use high-quality, vertical images that will stand out in people's feeds. Pinterest recommends a 2:3 aspect ratio (e.g.: 1000 x 1500 pixels). Other ratios may cause your Pin to truncate, or may negatively impact performance.

Put your art front and centre. Avoid using any imagery that doesn't showcase your brand.

Put a logo on every Pin you make, but keep it subtle, avoiding the lower-right corner, since that spot gets covered up by product icons.

Text overlay is the copy that goes on your Pin image to make it stand out. Keep

your copy concise for readability on mobiles.

If your Pin includes a link, check that the link is active and loads quickly.

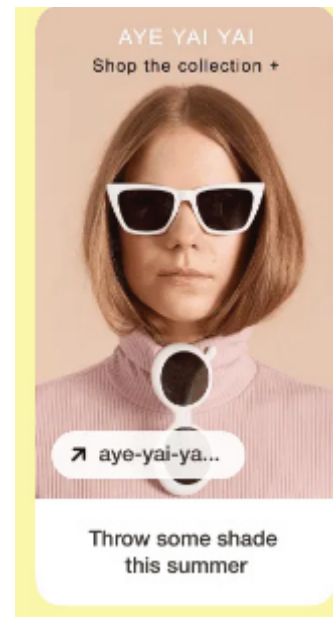
How creatively your Pin is designed tells people what to expect when they click. Make sure your style matches your branding.

You can choose from several content formats on Pinterest, from static Pins to multi-image collections.

### TEXT AND DESCRIPTIONS

Clear descriptions and titles help your Pins get discovered in searches. You can use up to 100 characters for your title and up to 500 characters for your description.

**Title:** Enter up to 100 characters. Depending on the device, only the first 40 characters may show in



people's feeds. When entered, titles will appear in the home feed or search feed. If a title is not entered, nothing will show in its place in the home feed.

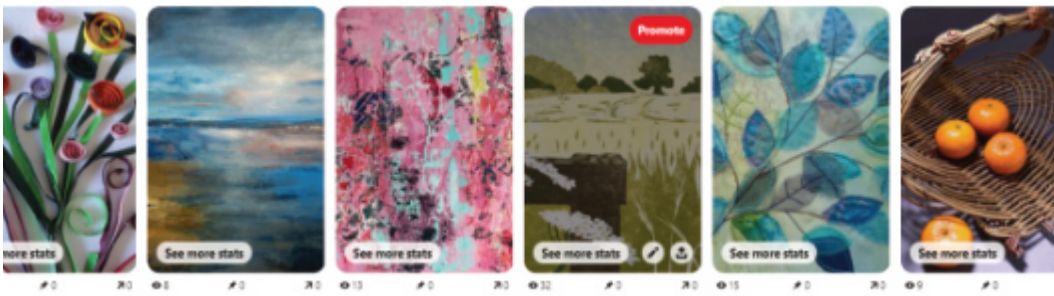
**Description:** Enter up to 500 characters.

Descriptions do not appear when viewing the Pin in the home feed or search feed. Additionally, descriptions do not appear for ads when viewed up close.

Descriptions are used by Pinterest's algorithm to determine relevance for delivery. It is recommended entering a description to help get your Pin or ad in front of the right audience.

Please refer to Pinterest help guides for more information about creating your Pins: <https://help.pinterest.com/en/business/article/pinterest-product-specs>

This social media platform has over 400 million people using it every month, so it is to be taken seriously. Like all social media channels it takes a while to appreciate its full benefits, and time to devote to building and maintaining a customer base.







Herts Visual Arts Christmas Showcase offers you a wide range of unique desirable gifts created by some of our amazingly talented Members.

You can explore an extensive selection in our on-line Christmas Showcase exhibition. Simply visit our Website [www.hvaf.org.uk/exhibitions/christmas](http://www.hvaf.org.uk/exhibitions/christmas) to find our Flipbook and Video, showing three images from each of the participating artists.

There's something to appeal to every taste: perfect gifts for family and

friends, or, maybe, something to enhance your home or to brighten up your workplace. Whatever you choose, it will bring pleasure and enjoyment now and for years to come.

## WHO ARE THE ARTISTS?

Everyone taking part in the Christmas Showcase is a local Hertfordshire artist/maker, and a member of Herts Visual Arts. They represent some of the diverse creative talent to be found across the county, so your Christmas shop could also help a local business. The artist whose work you admire may be based nearby or some way away, but our on-line exhibition brings them to you, in the comfort of your own home.

If you'd like to see the artists taking part in the Christmas Showcase, or get to know more about their art, you can view their Live presentations on our Facebook page where you can watch recordings of the sessions:  
[@hertfordshirevisualarts](https://www.facebook.com/hertfordshirevisualarts).

If someone's work really strikes a chord, then connecting with that artist this Christmas could be the start of a longer-term relationship.

## WHAT'S ON OFFER?

Our seasonal exhibition shows you three selected pieces of work created with love by each participating artist and you can see more examples of their work in their on-line Gallery.

From hand-crafted jewellery, textile arts and all manner of 2D artworks – take a look and be amazed by the array of work in the Flipbook and our Video. They include a wide variety of contemporary art in many different styles and mediums, functional and practical artwork, as well as the purely decorative.

If you're looking for 2D work, there are options ranging from traditional and realistic to abstract, from narrative story-telling to

flower studies, from wildlife to still-life, and much, much more – work created using oils, acrylics, and many other mediums, including some beautiful work by our printmakers. Our textile artists, weavers and jewellery makers are also well represented.

And of course, there is a good selection of Christmas cards.

## WHEN IS IT OPEN?

Our Christmas Showcase runs for a full six weeks from Friday 19 November till Friday 31 December. Being on-line allows us to open 24 hours a day and 7 days a week for your convenience. You can fit your Christmas shopping into your busy day and browse at leisure. You can relax and look, away from the crowds and traffic, all without any need to find a parking place. A very easy journey.

## HOW DO I BUY?

Seen something that appeals? When you find what you like on-line, click the link to connect to that artist's full website Gallery page. There you will find a further selection of their work, information about their art practice and details of how to contact them. They will be able to take payment and arrange delivery.

## WHO IS ORGANISING THIS EVENT?

Herts Visual Arts Forum is the largest volunteer run arts organisation in Hertfordshire. Throughout the year we organise a number of events, including the very popular Herts Open Studios and the Big Art Fair. We have Members based all across the county in every corner, and at different stages of their artistic journey. New Members are always welcome to join our supportive community.

*'More creativity, more fun, more buzz, more laughter in our lives'*



## BECOME A MEMBER TODAY!

[www.hvaf.org.uk/artists/join-membership-benefits](http://www.hvaf.org.uk/artists/join-membership-benefits)

## FIND OUT MORE:

[WWW.HVAF.ORG.UK/OUR-EVENTS/CHRISTMAS-SHOWCASE](http://WWW.HVAF.ORG.UK/OUR-EVENTS/CHRISTMAS-SHOWCASE)

# SPONSORSHIP

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 has been able to promote 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 for in-person events
- Featured in our 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 138 mm.

**¼ PAGE: £45 / ISSUE**  
Portrait, 70 x 90 mm.

**DIRECTORY: £20 / ENTRY**  
Landscape, 138 x 20mm.

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

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, 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 SOCIAL MEDIA POSTS ON INSTAGRAM AND FACEBOOK



*The Big Art Fair 2020 Sponsors Award*  
*The Big Art Fair 2020 Sponsors Award*

### 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, with over 1,500 of these returning visitors.

**FIND OUT MORE:**  
[WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP](http://WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP)



**HERTS**  
Visual Arts  
PROMOTING  
CREATIVITY

WWW.HVAF.ORG.UK

# members CONFERENCE

#HVAFMEMBERS

# ZOOM JANUARY 17TH 10-2 *Your Art Journey*

Whether you have just started on your art career or you have been creating for a number of years, this conference is for you!

This year we are planning the following topics:

- The benefits HVAF provides
- Exhibiting and presenting to galleries
- Behind the scenes at HVAF
- Promoting your art using social media
- Meeting and connecting with other Members.

Free for  
**MEMBERS**

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/OUR-EVENTS](http://WWW.HVAF.ORG.UK/OUR-EVENTS)

