



# PROMOTIONAL THEMES #HERTSOPENSTUDIOS

Which Promotional Themes best describe your creativity? Are you an abstract painter who focuses on architecture, or an animal artist looking at wildlife in Hertfordshire?

Whatever your art form, medium or interest, we have an array of Promotional Themes for you to select from. Every day during Open Studios we'll be featuring one of these Themes on Social Media and our Website.

All Themes will be used in flipbooks/ videos featuring those artists who have selected that particular Theme.

You can select which Themes to join in with, and edit your Open Studios entry to update your choice up to the closing date for registrations.

Whether it's your subject matter, an idea, process, interpretation is up to you.

Editing your selection is easy – You can tick up to 5 boxes in your Open Studios entry.

Themes are a fabulous opportunity to engage new and existing audiences – here are 2 of the ways you could interpret them.

1. As an opportunity to interpret your work for inclusion in a local art trail.
2. As a daily challenge to produce/start a piece of work related to any Theme, or to publicise you or your work via a social media post on that Theme.

**More about Themes:** In your Open Studios registration you can select the

## PROMOTIONAL THEMES

Select between 1 and 5 Themes to represent your creativity.

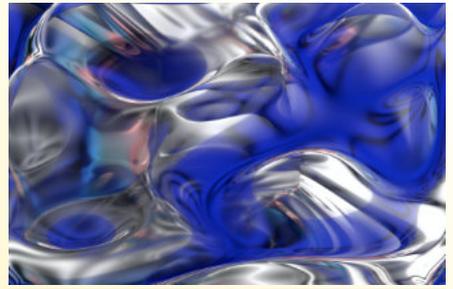
- |                                    |                             |                                |
|------------------------------------|-----------------------------|--------------------------------|
| Abstracted Images and Forms        | Figurative Interpretations  | Portraits                      |
| All About Hertfordshire            | Flora and Fungi             | Sea and Coast                  |
| The Animal Kingdom                 | Geometric Shapes and Styles | Something Completely Different |
| Architecture, Cities and Buildings | Inspired by Impressionists  | Statement Pieces               |
| Contemporary and Beyond            | Interiors and Exteriors     | Still Life                     |
| Earth, Air and Fire                | Landscapes                  | Storytelling                   |
| Fantasy and Fun                    | The Natural World           | Textured and Tactile           |
|                                    | Patterns and Shapes         | Wearables                      |

Themes that you want to associate you, and your work with:

- Themes are like exhibition titles – how would you position your work to fit the exhibition?
- They are not tied to any particular image, but characterise aspects of your practice.
- Your signature OS image promotes you. If you choose Themes that aren't obvious in that piece, that's ok too – your Open Studios and Gallery biography, alongside your interpretive posts/blogs, will cover that.

**What happens next?** It all depends on how much you want to engage in social media. Artists don't *have* to do anything because HVAF will promote artists' Themes automatically through the featured search on the Website and the Theme-based pages, flipbooks and videos.

**Be Involved** Why not create videos that will feature on the Website? Interpret the Themes around your practice and enhance your story. Post (daily) on social media using #HertsOpenStudios to feature in our live stream.



Images courtesy of Unsplash.com

**FIND OUT MORE:**

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