AREA CO-ORDINATORS

Area A - BROMLEY, DARTFORD & GRAVESEND
Christine Angell
1 Cobham Terrace, Bean Road,
Greenhithe, Kent DA9 9HZ
email: christine.angell@lineone.net

Area B - WEST KENT
Jane Wharrad,
Wandsworth Cottage, Four Elms Rd,
Four Elms, Edenbridge, Kent TN8 6NL
Tel: 01732 700216
email: jane@maze.co.uk

Area C - SEVENOAKS, KEMSING & OTFORD
Debra Barr-Smith
Dibgate Farm, Chevening Road,
Sundridge, Sevenoaks, Kent TN14 6AB
Tel: 01959 569054
email: debrabarrsmith@yahoo.co.uk

Area D - IGHTHAM & WEST MALLING
Letitia Tunstall
The Red House, Taylors Lane,
Trottiscliffe, West Malling,
Kent ME19 5DR
Tel: 01732 822356
email: tishtunstall@aol.com

Area E - TONBRIDGE
Hildegard Pax
Bourne Grange, Oast End,
Carpenters Lane, Hadlow,
Tonbridge, Kent TN11 0EJ
Tel: 01732 852054
email: hildegardpax@googlemail.com

Area F - MAIDSTONE
Letitia Tunstall
The Red House, Taylors Lane,
Trottiscliffe, West Malling,
Kent ME19 5DR
Tel: 01732 822356
email: tishtunstall@aol.com

Area G - MEDWAY
Janet Aldis,
3 Crows Camp Cottages,
Crows Camp Road, Bishopsbourne,
Kent CT4 5JH
Tel: 01227 830878
email: janet.crowscamp@btinternet.com

Area H - FAVERSHAM & CANTERBURY
Janet Aldis,
3 Crows Camp Cottages, Crows Camp
Road, Bishopsbourne, Kent CT4 5JH
Tel: 01227 830878
email: janet.crowscamp@btinternet.com

Area I - EAST KENT
Vinka Dekovic-Knight
35 Gladstone Road, Broadstairs,
Kent CT10 2HY
Tel: 01843 601265
email: vinka.knight@btinternet.com

Area J - FOLKESTONE, HYTHE & ROMNEY MARSH
Mary Sampson
Top Gallant, 5 North Road Hythe,
Kent CT2 5UF
Tel: 01303 268848
email: topgallant@lycos.com

Area K - ASHFORD
Liz Garnett
6 Mountbatten Way, Brabourne Lees,
Ashford, Kent TN25 6PZ
Tel: 01303 812678
email: liz@lizgarnett.com

Area L - TENTERDEN, SMARDEN & EGERTON
TBA

Area M - HASTINGS, BATTLE, RYE & NORTHIAM
Mark Fisher
The Den, Meadow Lane, Sedlescombe,
Battle, East Sussex TN33 0RF
Tel: 01424 871605
Email: mark@markfisherart.co.uk

Area N - HAWKHURST, CRANBROOK & WADHURST
Felicity Flutter
Mulberry House, Mounts Hill,
Benenden, Cranbrook, Kent TN17 4ET
Tel: 01580 240580
email: flic.flutter@talk21.com

Area O - TUNBRIDGE WELLS
Ellen Montellius
16 Arundel Road, Tunbridge Wells,
Kent TN1 1TB
Tel: 07765 323075
email: ellen@ellenmontellius.com

Area P - EAST GRINSTEAD, CROWBOROUGH, EASTBOURNE, BRIGHTON & HOVE
Fiona Bell
20 Motte Field, Hartfield,
East Sussex TN7 4JF
Tel: 01892 771017
email: fionaflindersbell@tiscali.co.uk

MANAGEMENT TEAM

CHAIRMAN
Rod McIntosh
Dawlton Barn, Whatsole Street,
Elmsted, Ashford, Kent TN25 5JW
Tel: 07973 904972
email: chairman@seos-art.org

MINUTE SECRETARY
Sue Evans
New Forge House,
32 High Street,
Otford, Kent TN14 5PQ
Tel: 01959 522701
email: minutes@seos-art.org

TREASURER
Hazel Addley
The Flat, 156 The Street,
Boughton-Under-Blean,
Nr Faversham, Kent ME13 9AL
Tel: 07763 064484
email: treasurer@seos-art.org

GRANT LIAISON OFFICER
Hazel Addley
The Flat, 156 The Street,
Boughton-Under-Blean,
Nr Faversham, Kent ME13 9AL
Tel: 07763 064484
email: grants@seos-art.org

GUIDE DISTRIBUTION
Charlotte Rice
12 Wheatsheaf Close, Maidstone,
Kent ME15 9QA
Tel: 01622 765989
email: distributor@seos-art.org

GUIDE EDITOR
Terry Ayling
The White House, Dixter Road,
Northiam, East Sussex TN31 6PF
Tel: 01797 253375
email: guide@seos-art.org

DATABASE OFFICER
Dominique Morgan
186 Sandyhurst Lane, Ashford,
Kent TN25 4NX
Tel: 01233 645951
email: database@seos-art.org

WEBSITE EDITOR
Paul Williams
Beacon Cottage, Dixter Lane,
Northiam, East Sussex TN31 6PP
Tel: 01797 252901
email: website@seos-art.org

PUBLICITY OFFICER
Liz Garnett
6 Mountbatten Way, Babourne
Lees, Ashford, Kent TN25 6PZ
Tel: 01303 812678
email: publicity@seos-art.org

OPEN STUDIOS NETWORK OFFICER
Helen Mayer
16 Darlinghurst Road,
Folkestone, Kent CT19 4PL
Tel: 01303 276416
email: osn@seos-art.org

AREA CO-ORDINATORS OFFICER
Felicity Flutter
Mulberry House, Mounts Hill,
Benenden, Cranbrook, Kent
TN17 4ET
Tel: 01580 240580
email: acos@seos-art.org

South East Open Studios 2010

Rules, Guidelines, Hints and Tips

Read carefully and keep for future reference

RULES

The Event is open to professional and amateur craftspeople and visual artists working in a wide range of media and styles. Entry is self-selecting, but all entrants must undertake to open their studios to the public during the event (Friday 4th June 2009 to Sunday 20th June 2010).

Opening Dates & Times. Participants can open as many or as few days as they wish. By agreeing to take part, artists commit themselves to being present at their studio and open on the days and times published in the guide. This is essential. Daytime opening hours are set as a standard 10am to 5pm or 11am to 6pm which can be extended.

Fees. Individual membership for 2010 is £105 or £95 if we receive your application before 25th December 2009.

Group membership (six or more) is £75 per group member. For online entries payment is by credit or debit card.

For postal entries, cheques should be payable to South East Open Studios 2010 and should be sent with completed Entry Forms etc to the Database Officer by the deadline of 31st January 2010. Online and postal entries received after this date attract a surcharge of £45 for individuals (total fee £150) and £35 for group members (total fee £110) and are only accepted on a first come first served basis. Your entry in the Guide will be as shown inside this leaflet.

Area Co-ordinators (ACOs). Contact your nearest ACO or Area Co-ordinators Officer from the list overleaf. They need to know who they have in their area to be able to pass on vital information and distribution of guides. These are the people to contact if you need any assistance or have any queries.

Shared and Group Studios. In shared studios with individual entries and group studios, please note that ALL the artists exhibiting must be SEOS members. Failure to comply with this may result in immediate removal from the website and withdrawal of membership for all artists at this venue.

HINTS & TIPS

AREA CO-ORDINATORS. Your Area Co-ordinator will probably be an artist themself and most of them have taken part in SEOS before. They have each volunteered to be the link between some 10 to 20 artists around them and the SEOS Management Team. Your ACO will know of activities and opportunities in your area (e.g. sharing studios), and will help co-ordinate local opening dates to attract visitors. Most ACOs invite their group to meet up early in the year. If you are interested in becoming an Area Co-ordinator for your region, please let us know. (Contact the Area Co-ordinators Officer: Felicity Flutter)

OPENING DATES & TIMES. Weekends are the busiest, but it's a good idea to open during the week if possible.

STUDIOS. Many artists open their studios individually, however there are lots of advantages sharing studios provided each artist has facilities to show their own work. If you want to share studio space, contact your ACO who might know of another artist who also wishes to share. Also post a message on our website **www.seos-art.org/messages/**

DEMONSTRATION DAYS. This is an excellent way to increase your visitors. Mark the days on your application.

INSURANCE. Although every endeavour will be made to obtain Public Liability insurance for SEOS members in 2010, this is by no means certain so artists are advised to check their own insurance before the event. Whether or not we have been able to obtain PLI will be posted on the website message board.

PUBLICITY.

Printed Material 30,000 copies of the Guide along with posters with the paint-tube logo will be distributed in May, through ACOs, artists and local authorities. (Due to cost restrictions we are unable to provide larger posters but recommend having them enlarged at your local copy shop). Studio direction arrows will be supplied and are downloadable from the website. A4 and A5 posters, Studio Open poster, blank poster with logo (to create a personalised poster) will be downloadable before the event.

Website This is an excellent publicity tool and will be frequently updated. Your entry will be posted on the website from May until the following year. If you do not wish your details to be published on the website please indicate this on the online or postal application form in the box provided, as we cannot change the details mid-year.

National & Regional Media SEOS Publicity Officers generate most national and regional press coverage by free listings and editorials. If you have good contacts in any magazine, radio or television, do use them. To avoid duplication tell the Publicity Officer and then go ahead yourself.

Local Publicity Find out what Newsletters, etc. your District Council publishes and when. They are all different and generally free. Some come out early in the year for summer festivals so its worth catching them now. Contact your local radio and newspaper and parish magazine. Don't forget to send a copy of any item published to the **Publicity Officer. (Contact the Publicity Officer: Liz Garnett).**

The Website is for YOU. Visit it, use it. www.seos-art.org
(Contact Paul Williams)

ONLINE APPLICATION will be available from the website in December. This method is helpful to SEOS. Payment is by credit or debit card, your image can be uploaded or sent by post and your web page will go live within a few days.

You could also win one of three extended web pages worth £40 each in our free prize draw for online applicants.

If you have an existing SEOS web page, this will be replaced by your new web page, but you can delay this until March 1st 2009. You may wish to do this if your existing page has extra images and/or text.

POSTAL APPLICATION. If you are a recent participant without an email address or have sent an sae you should get an application form in November 2009. It is also available on the website download page. Send two copies of your form with your image and cheque to: South East Open Studios, 186 Sandyhurst Lane, Ashford, Kent TN25 4NX.

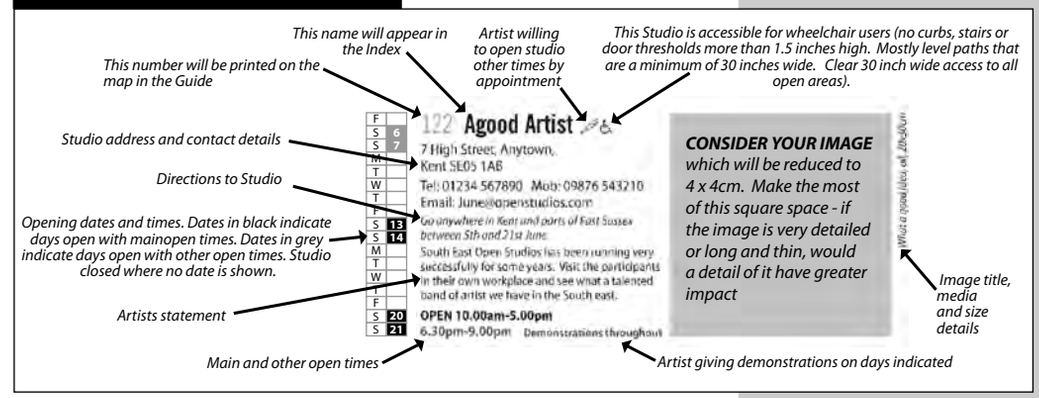
MAPS. Studio locations shown on Guide and website maps will be computer generated by your post code.

IMAGES may be uploaded during online application. If you are sending a print by post, the top of the image must be clearly marked. Images may also be supplied on CD, high resolution 300dpi. The Guide is produced using a 4-colour process and therefore exact colour matching cannot be guaranteed.

ADVERTISING. Ask local businesses if they wish to advertise on the website or in the guide (show them a copy of the 2009 Guide). Members can earn a 10% commission if an order is placed. A form for this is available on the website. Information can also be found at www.seos-art.org/advertising

FEEDBACK FORMS Please fill these in- they are vital for our applications for grants so we cannot do without them.

YOUR GUIDE ENTRY



IN A NUTSHELL...

- Be seen, be found - use all your posters and arrows.
- Keep your visitors offer drinks, be available.
- Give demonstrations - and attract more visitors.
- Get publicity - use parish magazines, local papers, posters in shops.
- Personal invitations and private views pay off. Have a visitors book.
- Collaborate with other artists, supply directions between local studios, have an art trail.
- Promote Guides - check they are in local libraries and openly displayed, put them in local attractions such as Open Gardens and historic houses. Request extra guides if needed.
- Ask local pubs, shops, hotels, gardens to display posters and maybe carry a few guides.
- Be a good SEOS participant - fill in Visitor forms and at the end please tell your ACO how things have gone and make suggestions for improvements. Above all, be there in your stated times.
- Be careful make your environment safe, warn visitors of unavoidable hazards.
- Send as many invitations as possible past buyers, neighbours, friends, galleries, other artists. A personal note on each invitation will prevent it being mistaken for a circular.
- Consider holding a Private View.
- Label each exhibit clearly with its price and any other essential information, or give out printed lists. Secure small removable items.
- Display CV and reviews, publicity or press coverage.
- Stay close to the prices you would ask in museums or galleries we wish to enlarge public interest, not undermine dealers.
- Be business-like - try to maintain prices, offer small reductions only if asked.
- Record each sale in duplicate with name and address of buyer.
- Keep a cash float.
- Have low cost items and cards for sale.
- Do not be disheartened by few or no sales at least your work will be better known.
- Type up a Press Release to send to Newspapers, Magazines, etc.
- Visit other studios. Have fun!