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South East Open Studios 2012

Rules, Guidelines, Hints & Tips

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 during the event (Friday 1st June 2012 to Sunday 17th June 2012).

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.

Types of Membership & Fees.

Individual @ £105 or £95 if we receive your application before 25th December 2011.

Group (six or more) @ £75 per group member. Postal application only

Partnership - Collaborative @ £105 Two or more people working from the same location, jointly creating common artifacts.

Partnership - Commercial Two or more people working from the same location creating separate artifacts or products. (Commercial partnerships are required to take an advertisement in the guide relative to the number of partners eg. 2 person partnership - artist entry @ £105 + ad space @ £100.)

Associate @ £25 This is for artists who do not want to open their studio but would like to keep their web page on line for another year (Available to Individual, Partnership or Associate Members from the previous year £25, or new/returning members £40).

For postal entries Cheques should be payable to South East Open Studios 2011 and sent with Entry Forms etc to the Database Officer by deadline of 31st Jan 2012. Online and postal entries received after this date attract a £45 surcharge for individuals (total fee £150) and £35 for group members (total fee £110)

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.

PLEASE NOTE: Information submitted for the guide and website will remain in the public domain.



HINTS & TIPS

AREA CO-ORDINATORS. Your Area Co-ordinator will probably be an artist themselves 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 2012, 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 March 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: Emma Dove).**

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.

If you have an existing SEOS web page, this will be replaced by your new web page, but you can delay this until 1st March. 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 email you should get an application form in November. 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 Guide). Members can earn a £10 finders fee if an order is placed from a new advertiser. A form for this is available on the website. Information can also be found at www.seos-art.org/advertising

FEEDBACK FORMS Your feedback is essential to ensure SEOS continues to meet the needs of the members – please fill these in.

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 Feedback 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 galleries, we wish to enlarge public interest, not undermine dealers.
- Be business-like - try to maintain prices, offer small reductions only if asked.

YOUR GUIDE ENTRY

CONSIDER YOUR IMAGE which will be reduced to 4 x 4cm. Make the most of this square space - if the image is very detailed or long and thin, would a detail of it have greater impact?

While a great image - Watercolour, 25 x 20cm

This number will be printed on the map and index in the Guide and website

This name will appear in the Index

This Studio is accessible for wheelchair users (no curbs, stairs or door thresholds more than 1.5 inches high. Mostly level paths that are a minimum of 30 inches wide. Clear 30 inch wide access to all open areas).

Artist willing to open studio other times by appointment

Refreshments available

Artist giving demonstrations on days indicated

Studio address and contact details

Directions to Studio

Artists Statement

Image title, media and size details

Price range of work on show

Main open times - other times in blue

Open days - Dates in black or blue indicate days open Dates in grey or pale blue indicate days open but artist not present Studio closed where no date is shown.

123 Agood Artist

7 High Street, Anytown, Kent SE12 1AB

Tel: 0123 456789 Mob: 07654 321098

Email: June@openstudios-art.org www.openstudios-art.org

Go anywhere in Kent and parts of East Sussex in June

South East Open Studios has been running very successfully for some years. Visit the participants in their own workspace.

Price range: £5-£150

Demonstrating on 2nd, 3rd, 10th & 11th

11am to 6pm	F	S	M	T	W	T	F	S	M	T	W	T	F	S	
1pm to 6pm	3	4	5	6			10	11	12	13			17	18	19

- 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!