

South East Open Studios 2017

Rules, Guidelines, Hints & Tips



RULES & GUIDELINES

The Event is open to professional and amateur craftspeople and visual artists working in a wide range of media and styles. Entry is self-selective. It will run from Friday 9th June to Sunday 25th June 2016.

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 @ £130

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 @ £130 + ad space @ £100.)

Associate @ £35 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 £35, or new/returning members £50).

Additional Fees: PLEASE CHECK YOUR ONLINE ENTRY CAREFULLY. Changes which require SEOS Committee intervention will incur the following fees: £10 for changes to Artist Statement, £15 for an Image change.

Area Co-ordinators (ACOs). Contact your nearest ACO or Area Co-ordinators Officer from the list opposite. 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 Studios. In shared studios with individual entries, 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.

MANAGEMENT TEAM

CHAIRMAN

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AREA CO-ORDINATORS

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Area O - TUNBRIDGE WELLS CROWBOROUGH

Suzu Phillips

Suzu Tel: 01892 531437

Email: suzy@creativeconnexions.org.uk

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: Emma Garrard)

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. You could also post a blog on our website

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

INSURANCE Although every endeavour will be made to obtain Public Liability insurance for SEOS members in 2017, 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 as a blog.

PUBLICITY

Printed Material 34,000 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 and remain there until 30th November 2017. If you do not want your contact details on the website, please tick the box provided on the online application form. 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.

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

ONLINE APPLICATION will be available from the website in December. Payment is by credit or debit card or PayPal. Your image can be uploaded 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 which will remain on the website until 30th November 2016

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

IMAGES are uploaded during online application. 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 in the guide (show them a copy).

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?

When a great image is reproduced, 25x 25cm

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 teaches or runs workshops

Artist giving demonstrations on days indicated

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 10th, 11th, 17th & 18th

11am to 6 pm

1pm to 6 pm

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.

Studio address and contact details

Directions to Studio

Artists Statement

Image title, media and size details

Price range of work on show

F	S	M	T	W	T	F	S	M	T	W	T	F	S	S
9	10	11	12			16	17	18	19			23	24	25

- 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!