

South East Open Studios 2021

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 4th June to Sunday 20th June 2021.

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 @ £135 (£120 if you join before 15th January)

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 @ £135 + ad space @ £100.)

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.



AREA CO-ORDINATORS

Area B - BROMLEY / CROYDON / ORPINGTON
Polly Hosp
Email: media@seos-art.org

Area C - SEVENOAKS / WESTERHAM / EDENBRIDGE
Polly Hosp
Email: media@seos-art.org

Area D - WEST MALLING BOROUGH GREEN / GRAVESEND
Victoria Wainwright
Email: acos@seos-art.org

Area E - TONBRIDGE / PADDOCK WOOD / HADLOW
Sarah de Mattos
Email: sjdemattos@gmail.com

Area F - MAIDSTONE / YALDING / STAPLEHURST
Carole Robson
Email: carolerobson.art@gmail.com

Area G - ROCHESTER / GILLINGHAM SITTINGBOURNE
Janet Aldis
Email: crowscampart@gmail.com

Area H - CANTERBURY / WHITSTABLE HERNE BAY
Janet Aldis
Email: crowscampart@gmail.com

Area I - DOVER / RAMSGATE MARGATE
Janet Aldis
Email: crowscampart@gmail.com

Area J - FOLKESTONE / HYTHE ROMNEY MARSH / RYE
Gabrielle Argent
Email: gaby@gmppr.com

Area K - ASHFORD / WYE / HAMSTREET
Alison Olorunsola
Email: alisonolorunsola@icloud.com

Area L - TENTERDEN / SMARDEN HEADCORN
Rowena McWilliams
Email: art@smallhythestudio.com

Area M - HASTINGS / BATTLE HEATHFIELD / ROBERTSBRIDGE
Gabrielle Argent
Email: gaby@gmppr.com

Area N - HAWKHURST / CRANBROOK / WADHURST
To be recruited - Can you help?

Area O - TUNBRIDGE WELLS CROWBOROUGH / FOREST ROW
Claudia Wiegand
Email: claudiawiegand.co.uk

MANAGEMENT TEAM

CHAIR
Jamie Walsh
Email: info@seos-art.org

MINUTE SECRETARY
Victoria Wainwright

TREASURER
Charlotte Landman

GUIDE EDITOR
Terry Ayling

GUIDE ADVERTISING
Elitta Fell

GUIDE DISTRIBUTION
Charlotte Landman

WEBSITE OFFICER
Mark Welland

SOCIAL MEDIA OFFICERS
Polly Hosp &
Jess de Mattos

AREA CO-ORDINATORS OFFICER
Victoria Wainwright

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: Anna Lambert).

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.

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 2021, 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.

PUBLICITY

Printed Material Around 28,000 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 The guide will appear on the website as a flip book. If you do not want your contact details on the website, please tick the box provided on the online application form.

National & Regional Media If you have good contacts in any magazine, radio or television, do use them.

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 it's worth catching them now. Contact your local radio and newspaper and parish magazine.

ONLINE APPLICATION will be available from the website in January. Payment is by BACS. Your image can be uploaded.

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 reduced to 4x4cm, 2x2cm

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.

Artist giving demonstrations on days indicated

Artist teaches or runs workshops

Refreshments available

Restaurant/pub/café within 5 minutes of studio

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).

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

This name will appear in the Index

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 12th, 13th 19th & 20th

11am to 6 pm

1pm to 6 pm

F	S	M	T	W	T	F	S	M	T	W	T	F	S	
4	5	6			10	11	12	13			17	18	19	20

- 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!