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 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 open days 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-ordinator 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 dates 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, 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 its 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.

HINTS & TIPS

• 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?

• Be business-like - try to maintain prices, offer small reductions only if asked.

• 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.

• Give demonstrations - and attract more visitors.

• Ask local pubs, shops, hotels, gardens to display posters and maybe carry a few guides.

• Be careful - make your environment safe, warn visitors of unavoidable hazards.

• 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.

• 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.

• Collaborate with other artists, supply directions between local studios, have an art trail.

• Review CV and reviews, publicity or press coverage.

• Put your address on each invitation will prevent it being mistaken for a circular.

• Personal invitations and private views pay off. Have a visitors book.

• Get publicity - use parish magazines, local papers, posters in shops.

• 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.

• Gift cards - give people something to go for, not a ‘knock off’. They have lasting interest, not undermine dealers.

• Give demonstrations - and attract more visitors.

• 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.

• Avoidable hazards.

• Be careful - make your environment safe, warn visitors of unavoidable hazards.

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