



Don't miss South East Open Studios 2022 – it is our 25th anniversary and promises to be the biggest and best yet.

- By June, will you have a body of work that demonstrates what you do?
- Can you commit to being present between 3 and 19 June (you can choose what days you are open)?
- Do you have a studio space that you could open, or would you rather collaborate with another artist in a joint space (we can help link you up with other artists)?

If you answered 'yes' to all 3 questions, then you are ready and we'd love to have you on board.

REGISTRATION FOR 2022 COSTS £135.

Your membership benefits include:

Your details and an example of your work will appear in our high quality guide

- 30,000 copies are printed and distributed to targeted outlets across the South East

You will have your own page to represent your artwork on our website throughout the year

- last year we had over 5,000 unique visits to our artist pages during the event

You will be featured on our social media platforms throughout the year

- across Instagram, Facebook and Twitter we have a reach of around 35,000 during the event (and we actively promote our artists and their events all year round)

You will receive signage and promotional material to advertise your studio locally

- we produce a range of eye-catching material: large street banners, roadside posters, studio directional signs, car magnets and stickers

You will be invited to take part in special features

- Opportunities for additional promotion often arise through our newsletters and other paid advertorials in a variety of publications.

You can open your own house or studio, or collaborate with other artists

- we can help bring artists together so let us know if you need help finding a venue or connecting with other artists near you

You will meet and connect with other local artists, art lovers and share your work and process with your community

- SEOS offers a unique opportunity to open your studio doors to the public and share what you do and how you do it, and to be part of your local community of artists and makers

STEPS FOR SUBMISSION:

1

Complete the online form at: www.seos-art.org/seos-2022-application-form

2

Upload your artwork when the form prompts you to do so.

3

Pay for your application by BACS - An invoice is emailed to you upon registration

IMPORTANT INFORMATION FOR ARTISTS, GROUPS AND COMPANIES:

- **If multiple artists are sharing one space, they must ALL be registered.**
- SEOS does not offer group rates.
- Artists who are operating under a company name are free to use that in the Guide (rather than their own name), you will be able to include this in your registration form.
- Multiple artists who operate as a commercial partnership on a permanent basis can enter as a single entity, but must take out a half page advertisement in the Guide at £100.
- Once registration has ended and preparation of the Guide has begun, there will be a small fee to make major changes to your Guide entry – please make sure your information is correct before applying.
- Please spell check your entry thoroughly and ensure your images are correctly labelled.
- For groups exhibiting together, make sure that your address and location information is provided in the same format by every member of the group.

IMAGE SUBMISSION GUIDANCE:

To help maximize your exposure on social media and the website, we ask for up to 4 images to be uploaded.

1: The image you would like to appear in the printed guide - Your image fills a 4cm square space, please be aware that at this small size, fine details will not be seen.

2: A profile picture (preferably of you with your work, alternatively a piece of work)

3 and 4: Additional pieces of work - You should supply a range of images that demonstrate your practise, but if your work is letterbox shape, consider showing a square cropped detail instead.

Additional Note: Printed Publicity - Your imagery may be used in paid (by SEOS) promotions and advertorials throughout the year, but for this we need high resolution images – we won't / can't send images that are less than 1MB in size

IMPORTANT: Before submitting an image, please rename the image files as follows:

1 – Printed Guide Image

ImageTitle-Medium-Size-01.jpg

e.g. WinterLandscape-Oils-20x30cm-01.jpg

2 – Profile Picture

ArtistName.jpg or ImageTitle-Medium-Size-02.jpg

e.g. JohnSmith.jpg or WinterLandscape-Oils-20x30cm-02.jpg

3 – Additional Image

ImageTitle-Medium-Size-03.jpg

e.g. WinterLandscape-Oils-20x30cm-03.jpg

4 – Additional Image

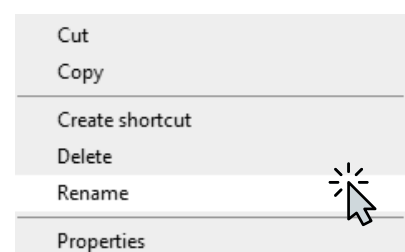
ImageTitle-Medium-Size-04.jpg

e.g. WinterLandscape-Oils-20x30cm-04.jpg

RENAMING YOUR IMAGES:

On a phone or tablet:

We recommend using an online search engine, as instructions for different phone and tablet models will vary - search for "How to rename image files on *your phone or tablet model*"



On a computer:

right click on your image icon and select 'rename'

TIPS FOR PREPARING AND PHOTOGRAPHING YOUR WORK:

How to photograph 2D Work:

- Photograph your work BEFORE it is mounted under glass or varnished.
- Remove paintings from their frames, if possible choose a bright day and place your work in the shade – keep your lighting as ‘flat’ as possible to avoid unwanted highlights and shadows across your work.
- Make sure the flash on your camera/phone is turned off.
- Make sure your camera/phone is set to take a high resolution image.
- It's most important you take the picture as square-on to your work as possible i.e. Not at an angle or it will be distorted.
- If possible fix your camera on a tripod and use a remote control or timer.

How to photograph 3D Work:

- Most 3D objects look better if they are casting a shadow. To achieve this use direct sunlight when it's at a low angle (i.e. morning or evening).
- If your light source is TOO directional and your shadows are too harsh, you can use a white canvas, sheet or piece of card on the opposite side to your light source to ‘bounce’ light back onto your item.
- For small items (ceramics, jewellery etc) create a seamless background by laying a large sheet of white or neutral coloured paper or cloth on a table and gently curve it up to a wall behind. Photograph the objects on this.

Preparing your Digital File for Submission:

- Please ensure all images are labelled correctly.
- The file must be in a jpg, PNG or tiff format and a minimum of 1500 pixels on the shortest side.
- The file should be left in RGB colour (as photographed). DO NOT convert to CMYK.
- DO NOT send images with a date stamp or other superimposed text.
- Your file must ideally be bigger than 1MB, and less than 6Mb in size.



**SOUTH EAST
OPEN STUDIOS
3-19 JUNE 2022**

**READY TO APPLY?
VISIT: WWW.SEOS-ART.ORG!**