

IOW Open Studios 2009

What is an Open Studio?

'Open Studios events have been established to promote artists and their art practice. Artists offer workshops, demonstrations of their practice, work to commission and work for sale. Some open studios display a key body of work; others are very varied offering all visual styles. For visitors, it offers a great way to meet artists and gain an insight into their working practice. For artists it is a valuable opportunity to raise their profile and develop new skills in promoting their art' *Surrey Arts*.

New Website www.iow-openstudios.com You now have your own page with the facility to upload more images. In due course artists and businesses will be able to buy a listing online at any time of year. Remember to link this to you own website if you have one, the link banners can be found by clicking in the top right hand corner link of the homepage on our website.

Training

General training for the event will take place on Thurs 25th June 3 – 4pm. It is essential for new studios to participate in this, and recommended for all wanting to guarantee a more successful Open Studios weekend. Please book through Nina on 823813 / nina.cullinane@iow.gov.uk If you cannot make this date at all, I am happy to run through the training with you over the phone.

Insurance

I am looking into group coverage, please check with me for details in June. Currently your studio isn't insured by the Council Public Liability, and you are strongly advised to take out your own insurance. We recommend A-N magazine's subscription deal, subscribe to the magazine for £34 annually and receive 5m public liability insurance.

Showcase Exhibition

The first showcase exhibition will be held on June 18th on the Quay café wall – the launch evening will be by invitation. 20 artists have been invited to submit a piece for the café wall, and the showcase will serve as a taster and promotional event for Open Studios & Arts Directory, giving information about the event. If held at the Quay in future we will select on a rotational basis to give all the opportunity to exhibit.

Posters and Flyers

Please look after your pack and put in a safe but memorable place until nearer the time! A month before the event is a good time to put posters and flyers out. **Use the blank space at the back of the flyer to fill in your studio opening times and address.

A Team Effort

The success of the Open Studios is dependent on all participants getting involved and helping to promote and publicise it. Our steering group is also open to new members at all times, if you'd like to be part of the decision-making process and help steer the event.

Voluntary Opportunities

- Publicity Co-ordinators – in each area
- Trail Map – Not just for your town, but for your area – contact me for details.
- Showcase Assistance: Speakers – to speak briefly at the Showcase launch about what OS means to you. Meet & Greeters – to welcome people to the showcase. Help with a display of images and information.

Contact: nina.cullinane@iow.gov.uk / 01983 823813

The event

- **Display Work Carefully.** Don't clutter your space – less can be more! Allow ample room between pieces, hanging a piece well can make the difference between selling and not.
- **Visitors feedback forms - available to download on the website www.iow-openstudios.com** these help us increase our mailing list and get invaluable feedback for promotional use.
- **Welcome Visitors:** Make your studio varied and interesting, with portfolios, sketchbooks, folders and things to keep visitors interested and chatty. Games for children if you expect any to visit, and use your garden where possible.
- **Selling yourself.** If you find it hard to discuss your work, prepare an artists' statement to help you define your work and inspiration. Ask an articulate friend to help. This will help you to discuss your work with visitors. Give visitors time to browse quietly before chatting with them.
- **Sales** Have a business card / postcard handy for those who'd like to get back to you. If a visitor wishes to purchase but doesn't have a cheque book, accept a deposit. Cheque sales – take an address and phone number.
- **Figures** – Keep a record using the records form which will be mailed to you before the event, this will make our evaluation more accurate and help you to fill in figures on the evaluation form.

After

- **Evaluation forms.** Please do fill these in as they help us to evaluate and improve the event. This will be sent to you nearer the event.
- **Visitors forms** if any have been returned to you, please send in to the Arts Unit at Guildhall.