

ISLE OF WIGHT ARTS Ltd.

Join Isle of Wight Arts to take part in Open Studios 17th July-27th July 2020 incl'

If you need help, please call us on 01983 754052 or email info@isleofwightarts.com

What is the difference between "Isle of Wight Arts Ltd" and "Open Studios"?

Isle of Wight Arts Ltd is the organisation that operates this website, (www.isleofwightarts.com) and the main event, the July Open Studios.

If you would like to take part in any Open Studios event or be listed on the website, you first need to be an Isle of Wight Arts Ltd member.. Membership lasts for 1 year.

What is Open Studios?

Open Studios is an opportunity for artists to open their homes, studios, exhibit in galleries or public venues and welcome the public, free of charge, to come and see their work, ask questions, understand the process and inspiration behind what they create, whilst providing the public with an opportunity to buy direct from the artist.

Open Studios allows artists the opportunity to manage their own event. You can take part on your own or you can join together and take part as a group of artists. Each artist pays the same fees for the event, ensuring it is fair for all those taking part.

July Open Studios are Island wide over the 11 days in July, including 2 weekends.

I am an Isle of Wight Arts member, how do I register for an event?

Please log in to your account using your username and password. Then you will be able to renew your membership if expired and register for Summer Open Studios

If you already know your login details then you can [click here](#).

If you have forgotten your login details [click here](#)

Alternatively, please get in touch if you are unsure.

How do I take part in Open Studios?

You must be resident on the Isle of Wight!

Existing members: Once you are logged into your account, firstly, select the "Yearly Membership" option if it is due to expire before the event date in July, and then select the type of Open Studio you wish to hold.

You can either hold a Solo Open Studio, or you can Share your Open Studio with other artists. The term "Open Studios event" can include studios, venues, galleries, and homes.

New members: You firstly need to select the "Isle of Wight Arts Yearly Membership Option". Then select your Open Studios events options below. Membership is for individual artists. Proper personal names and addresses only allowed.

Bone fide Art groups are at the discretion of IoWA and must have at least one named artist member/leader exhibiting. Please email us first. Space in the event will be limited.

There is no facility for group membership. No artist can confer membership to another artist.

You'll then be asked to complete a short registration form for your IoWA membership. You'll then be directed through to the event application form. You don't have to complete the event application form right away, you can log in to your members area at any time before **March 31st** and click on "My Applications". However, please complete, with accuracy, a.s.a.p. If you miss the deadline we can not include you in the Yearbook and therefore the event. This process is time critical!

The Open Studios event is across the Island over 11 days; but you do not have to open for 11 days. The choice is yours.

You can select dates for one location on certain dates, but also have another location on other dates. It may be preferable that one of these locations is in your locality, where you are known, but not compulsory. If you have two locations, you must fill an entry form for each, and pay for each.

Each location will have an entry in the yearbook. You can **not** exhibit in two locations at the same time, as you must meet the public at each event.

What is a Solo Open Studio?

A Solo Open Studio is for any artist taking part by holding an Open Studio on their own. This can be at your home, studio, in your garden or any location of your choosing.

What is a Shared Open Studios?

A Shared Open Studio is for two or more member artists sharing a venue. We ask you to let us know if you're going to be sharing a venue so we can publicise you together in the Yearbook to let visitors know you're at the same location.

Each artist in a shared venue must be a member and have paid for a yearbook listing.

When do I fill in the details about my Open Studios?

After you have clicked the "Make Payment" and gone through the payment process successfully, if you are a new member joining for the first time you will have completed a short registration form. Once complete you will be taken to a page called "My Applications" where you can complete click on "complete application" to fill out the Open Studios application form.

The form needs to be completed by **March 31st** but you can come back to "My Applications" any time before this date to complete the form. You can also save your progress within the form as you go so you don't have to complete it all at once.

Any queries please get in touch on 01983 754052 or info@isleofwightarts.com

What publicity do artists have if they're taking part in Open Studios?

The main publicity is through the Yearbook, published in end of May/June. Each artist taking part in July Open Studios receives a quarter page listing, including an

image of their work, contact information, a description of their work and access details for their studio. There are options for expanded entries with more images.

We also provide a map reference for your location and add that to your area Art Trail map so visitors can easily find you.

We provide each artist with Yearbooks to distribute themselves along with A3 and A4 posters. New members will be supplied with the Open Studios red bunting to hang up outside your event location to help guide visitors to your door.

Isle of Wight Arts also organise advertising in local and regional press and magazines arrange posters & PVC banners to be positioned around the Island.

Artists must also take responsibility for publicising their own studios locally and putting up signage to help direct visitors.

Artists are encouraged to make contact with other artists taking part in the area so they can plan local additional advertising. Isle of Wight Arts can supply the contact details of local artists taking part so you can make contact with one another.

All participants are expected to help to distribute the Yearbooks and assist in publicising the event locally, online and on social media networks. The more artists publicise the event in their area, the better the footfall for the event as a whole.

I don't want to take part in the Open Studios. Can I just be listed in your Yearbook?

Yes. You still need to select the "Yearly Membership" option, but you then select the "Short Listing in Yearbook" option. The application date of **31st March** still applies.

This gives you a short listing at the back of the Yearbook where you can advertise 1 x image, your name, a short description of your work and contact details.

I just want to feature on the Isle of Wight Arts website and don't want to take part in the events.

Simply select the "Yearly Membership" option and you can enjoy all the same benefits as all the other members, with your own website entry.

It is your choice as to whether you apply for events afterwards.

What are the benefits of being a member of Isle of Wight Arts? You can take part in Open Studios events, have your own website, eg. isleofwightarts.com/yourname.

- Visitors to the website can find you by name, location, medium or keywords
- An online gallery for you to display image of your work. **Please use this!**
- A page on the website for you to advertise exhibitions you are taking part in.
- You can advertise your own events on the website through the year.

Isle of Wight Arts is an organisation, created solely to benefit Isle of Wight artists.

We hope you can take advantage of this. If you have any further questions or queries please don't hesitate to get in touch. We are here to help.

Telephone: 01983 754052 Email: info@isleofwightarts.com

