



Devon Open Studios 8- 23 September 2012

Guidance Notes & Fees for Participating Artists

The answers to the most common queries can be found in this document, but if you need further assistance contact Claire McLaughlin, Coordinator, on devonopenstudios@gmail.com or 07768 164560

DEVON ARTIST NETWORK

This year, all exhibiting artists must be members of Devon Artist Network. Devon Artist Network (DAN) is a membership organisation set up to promote the visual arts and create opportunities for artists and makers in Devon. We have almost 600 members who benefit from inclusion in our website gallery, monthly e-bulletins and exhibiting opportunities, including Devon Open Studios. Membership of Devon Artist Network is now subscription-free with a one-off set up fee of £20. If you are not already a member and wish to take part in DOS 2012, complete the membership form included in the DOS 2012 call for artists email. Or for further information email admin@devonartistnetwork.co.uk or look at the website at www.devonartistnetwork.co.uk

COMPLETING THE REGISTRATION FORM

1. Your Details

The details you give on **PAGE ONE** are for DOS admin purposes, we will use these details to contact you during the project. Please ensure you give an email address you check regularly as we send all our communications in this way (unless you are a postal only applicant).

The details you give on **PAGES TWO AND THREE** are for publication in the guide. Please give us details **as you would wish them to appear in the printed and online guides.**

2. Providing Images for the Guide

- You can supply your image for the guide on disc or by email. We are sorry, discs will not be returned.
- Images should be supplied in digital image format at least 300dpi and of a high quality.
- Please label your disc clearly with your name and DOS 2012.
- Images will be shown at the largest size the allocated space allows.
- As a general guide for selecting your image, irregular shaped images such as long, thin ones or short, narrow ones don't work well in the allocated space and will appear smaller than more regular shaped images.
- Select an image that has good impact when reproduced small (image in guide has a max width of 4.7cm) – good contrast and not too much detail often works well.
- If you are a group providing more than one image, you may wish to supply one composite image containing examples of work by all artists in the group - please note that sometimes this occupies the available space better.
- We want to present your image to your satisfaction, so if you have any concerns, get in touch with Claire at devonopenstudios@gmail.com or 07768 164560.
- Some examples of entry type layouts are on the website at: <http://www.devonartistnetwork.co.uk/Resources>

3. Opening Times

To help visitors to the event we aim for standard opening times of **11.00am to 6.00pm**. If you cannot open during these hours please indicate this clearly on the form. If you wish to open for longer hours outside this, you will be responsible for promoting this locally yourself.

The event lasts 16 days, you do not have to open every day, you can choose to open on the days that suit you best during that period. There are optional late nights on the two Thursdays until 8pm.

4. Helping Visitors access your Venue

- Please give clear and simple directions on how to find your venue at section 19 of the form. In hard to find locations, assuming a visitor can find the centre of the nearest village and starting your directions from there is a good idea. Using exits from major roads is also helpful, for example 'Exit at Whiddon Down from A30'. Many people will use postcodes to locate you (via SatNav or internet mapping), but if you are in a very rural location, a map grid reference may be helpful.
- Please outline any relevant access issues at section 20 of the form, such as steps or uneven ground, to help visitors with mobility issues to plan their visits.
- Visitors may wish to contact you in advance or en route to your studio so give an email address and a phone number that you monitor regularly.

5. Other Venue Details

At section 21 on the form you can give details of facilities at your venue. You do not need to offer refreshments or use of your toilet if you don't want to. Nor do you have to provide workshops, courses or demos but these are always well received by visitors.

6. Offering or Seeking a Venue to share

We can sometimes find matches for artists who are offering or seeking a venue to share. Please indicate this at section 22 on the form with a few explanatory details as appropriate and once all applications are in we will contact you and help you make an appropriate match.

7. Local Networks

Once all applications have been received we will circulate details of local participants to allow better coordination of opening times, joint promotion activities or local trails to be devised.

8. Insurance

It is your responsibility to arrange appropriate insurance for your venue. If required, we can arrange public liability for the duration of the Devon Open Studios event on your behalf. The cost is £15 per individual artist or £25 per group. You may not need insurance if you are using commercial premises, but do ensure you check your situation.

NB, If you need year-round insurance, insurance for artists is available at <http://www.a-n.co.uk/air/topic/437351> at reasonable rates.

9. Confirming your participation

You will be contacted by email (or post if you have paid for this option) to confirm receipt of your entry. However, cheques will not be cashed until the week commencing Monday 5th March 2012, since we do not process applications until all entries are received, and the event will only go ahead if minimum participant numbers are reached.

See next page for information on participation fees:



FEES FOR 2012

Single artist	£150 for quarter page slot in the guide with single image.
Group of up to 4 artists	£280 for a quarter page slot with a maximum of 2 images. You can supply two images, or supply one composite image containing examples of work by all artists in the group - please note that sometimes this occupies the available space better.
NB - <u>Pairs of artists.</u>	Pairs sharing a space have two options, they can either take two single quarter page slots (total cost £150 each artist) each with their own image and single set of venue information or a smaller pairs slot on a quarter page with 2 images and single set of venue information (total cost £140 each artist).
Group of 5 or more artists	£560 for a half page slot with a maximum of 4 images. £840 for a three quarter page slot with a maximum of 6 images. £1120 for a full page with a maximum of 8 images.

NB - examples of entry type layouts are on the website at: <http://www.devonartistnetwork.co.uk/Resources>

Your fee includes:

1. Your entry with image and text in our 2012 printed guide and PDF downloadable guide
2. A hard copy page proof sent to all participants by post for you to check the accuracy of your entry.
3. Around 100 copies of the event guide for your own use/distribution.
4. Printed directional arrows for your use.
5. Electronic posters, flyers, etc, sent to you for you to adapt and print for your own use.
6. Help with contacting the local media - generic press releases for you to adapt and a press contact for additional assistance.
7. National/regional press contact handled by Devon Open Studios Media Officer.
8. Guidance notes to help with planning your open studio.
9. Event guides distributed by Devon Open Studios centrally to all libraries in Devon and all Tourist Info Centres in Devon.

What is expected of you:

1. That you supply your image in sufficient quality and your text is accurate.
2. You check your page proof carefully to ensure the guide is accurate.
3. You collect your guides and arrows from a distribution centre in your district and distribute guides locally (arts centres, pubs, shops, etc).
4. You put up arrows to direct visitors clearly to your venue.
5. You should be open all the dates/times listed in our event guide and display work consistent with your description.
6. You adapt and print posters (from our electronic versions) advertising your own venue and distribute them locally.
7. You meet and liaise with other venues in your area to coordinate local media coverage in a timely fashion.
8. You supply press stories in sufficient time to allow us to gain national/regional press interest.
9. You follow our guidance and ensure your studio meets with health and safety requirements and is adequately insured.

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