

Open Studios

12 - 27 September
2020

Guidance Notes & Fees for Participating Artists

Please read this document carefully before completing the registration form. The answers to the most common queries can be found in this document, but if you need further assistance contact Claire Binden, Coordinator, on openstudios@devonartistnetwork.co.uk or 07768 164560

Devon Artist Network

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 over 1000 members who benefit from inclusion in our website gallery, monthly e-bulletins and exhibiting opportunities, including the Devon Open Studios event. If you are not already a member and wish to take part in Devon Open Studios 2020, visit the website to join: www.devonartistnetwork.co.uk.

Key Dates for Participation in Devon Open Studios

Even though we have several months to plan, it is always surprising how soon the Devon Open Studios event comes round each year!

Below are some key dates you might want to bear in mind when considering whether to take part. We will of course firm up deadlines and notify you of these in good time as the project progresses. However, the following will give a good indication of what happens when, and particularly when you will need to be available to provide information, approve your guide entry and begin to promote the event locally to you.

If you think you may be away during any of these important times, do call me to discuss, there are usually alternatives we can put in place if we know in advance.

January	Registration for artists and groups opens
Friday 6 March	Registration closes. Registration forms must be fully complete and received with payment made by this date. DOS 2020 can only go ahead if we have a minimum number of participants, so please ensure you hit this deadline to give the event the best chance of going ahead.
March	Coordinator processes forms and payments, and if numbers are viable, the Devon Artist Network Board makes the decision to go ahead.

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Beginning April	Confirmation will be sent to participants with contact details of other participants local to you. You will have a chance to change your opening dates to coincide with local venues, if required.
Beginning May	Around this time, our Media Officer will send out her first call to participants for interesting press stories.
Mid-May	You will receive a proof of your entry in the event guide. It is essential that you check it, approve it or make any amendments needed, by the deadline given. If required, second or third proofs will be produced. Each artist or group must sign off a final proof before the guide goes to print.
End July	You will be required to pick up your allocation of event guides from a regional centre in your Local Authority area for distribution to your local networks. This begins the main promotional period with participants expected to promote the event widely in their local area.
Early September	DOS 2020 Launch Event, this is usually on the Thursday or Friday before the event opens.
Saturday 12th September	DOS 2020 opens. You can open for as many or as few days as you wish during this period.
Sunday 27th September	DOS 2020 closes. You will be asked to complete a feedback form on how your event went and results will be circulated at the DAN AGM in October/November.

Fees for 2020

Single artist	£170 for quarter page entry in the guide with a single image. Or £335 for a half page with two images.
Two artists	£315 for a quarter page entry with a maximum of 2 images and a single set of venue information. (You could also have two single quarter page entries run together to form a half page for £340.)
3-4 artists	£355 for a quarter page entry one set of venue details. Please supply one composite image containing examples of work by all artists in the group.
Group of 5 or more artists	£635 for a half page slot with a maximum of 4 images. £935 for a three quarter page slot with a maximum of 4 images. £1250 for a full page with a maximum of 4 images.

NB - To see the various layouts available, last year's guide is available on the DAN website for reference.

Your fee includes:

1. Your studio's inclusion into the South West's largest and best attended open studios event.
2. No commission payable on your sales.
3. Your entry with image and text in 36,000 printed event guides and online guide
4. A page proof sent to all participants for you to check the accuracy of your entry.
5. An initial allocation of 150 copies of the event guide for your own use/distribution, more are available if required.
6. Printed directional arrows for your use.
7. Electronic posters, flyers, etc, sent to you for you to adapt and print for your own use.

8. Help with contacting the local media - generic press releases for you to adapt and a press contact for additional assistance.
9. National/regional press contact handled by Devon Open Studios Media Officer.
10. Opportunities to network and cross-promote your activities
11. Regular advice and updates throughout the year, and Guidance notes to help with planning your open studio.
12. 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 accurate text and your image(s) in sufficient print quality.
2. You check your page proof carefully to ensure the guide is accurate.
3. You adhere to any deadlines given for return of information for the brochure and notify the coordinator if you plan to be away from your admin address at any key times of the process.
4. You collect your guides and arrows from a distribution centre in your district and distribute guides locally (arts centres, pubs, shops, etc).
5. That you work with all participating artists and with Devon Artist Network to publicise the event as widely as possible using the branded promotional tools e.g posters and guides supplied.
6. You put up arrows to direct visitors clearly to your venue in accordance with Devon County Council guidelines.
7. You will open on all the dates/times you list in our event guide and display work consistent with your description.
8. You promote your open studio locally and to local press, and if supplying press stories to our Media Officer you do so in sufficient time to allow us to gain national/regional press interest.
9. You follow our guidelines and ensure your studio meets with health and safety requirements and is adequately insured.

Registering for Open Studios

Registration is online in two stages. Stage One can be accessed via the DAN website and enables you to register your venue image and to make payment.

STAGE ONE: Completing the Online Registration Form

We will require:

Name - this is the name of the lead artist or group admin i.e the person who will be dealing with the admin side of your entry.

Email address - the email you wish to use for admin (you can add a different email to use in the guide later). This is the email we will use for all correspondence about the event.

Venue Address - for publication in the guide

The Name of the Artist or Group taking part.

To have chosen the category of entry via which you'll be taking part - see P2 of guidelines for different types and costs)

Your Image(s) for publication in the Guide - see P4 of guidelines for max. no of images per entry.

A Debit or Credit Card to make payment (Payment is made via Paypal. You do not need a paypal account to make payment via Paypal.)

Providing Images for the Guide

- Images should be supplied in digital image format and uploaded to your online registration form. Please upload print ready images (300dpi) with a minimum pixel width of 2000px. There is a PDF on the webpage with advice on how to prep your images for the guide. The guidance is based on reducing images for the website but you can adapt to 300dpi and 2000px width. Take care over image size: images need to be 1-5MB in size but images above 5MB will be rejected by the server and will not go through.

Please supply:

Individual Artist Entry	One image only
One Artists on a Half Page or Two Artists Sharing a Quarter Page or Half Page	Up to 2 images max.
3 / 4 artists sharing a quarter page	One image, we suggest a single composite image showing all artists involved.
5 or more artists sharing a half page or more.	Up to 4 images, we suggest a single composite image showing all artists involved.

- Images will be shown at the largest size the allocated space in the guide allows. Select an image that has good impact when reproduced small (the image once in the guide will have a max. width of 4.7cm) – good contrast and not too much detail often works well. You might find it useful to look at some examples of entry layouts from last year's guide which you can find Open Studios pages of the DAN website.
- It is not possible to give an exact size for images. Landscape often works well, but the space available for your image will depend on how many words you have in your entry as well as the dimensions of the image. An entry, for example, with a very long address, several email contacts, or long travel directions will restrict the amount of space for your image. 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 space and will appear smaller than more regular shaped images. However, our designer does a great job in representing each artist in the best way possible, so select a regular sized, impactful image and let us set it alongside your written text, there will be chance to change it later if you find it does not work in the space.
- For groups, we advise you provide If you are a group providing more than one image, supply one composite image containing examples of work by all artists in the group, as 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 openstudios@devonartistnetwork.co.uk or 07768 164560.

STAGE TWO: Completing the Guide Information Email

Once you have registered via the website, supplied your images and paid your fee, you will be emailed a **second** online form requesting further information for publication in the guide. We require this information by the **closing date of Friday 6 March 2020**. The form is quite straightforward, but the following may help with queries.

1. 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 but generally the more days you are open, the more chance you have of building an audience. Artists report that Mondays and Fridays are good days to open to catch long weekend visitors to Devon.

2. Helping Visitors access your Venue

- Please give clear and simple directions on how to find your venue at section 3 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 Sat Nav or internet mapping) so do note down if Sat Nav is not reliable in your area. If you are in a very rural location, a map grid reference may be helpful.

- Please outline any relevant access issues such as steps or uneven ground, to help visitors with mobility issues to plan their visits. Leave this blank if there are no access issues.
- 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 can monitor from your studio.

3. Other Information on your venue.

At section 3 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. New this year is the option to tell visitors they can pay electronically via credit or debit card.

What happens next...

We will acknowledge receipt of your Stage One and Two Information by automatic email reply. You will receive a copy of the completed Stage Two information which we suggest you keep for reference when your completed entry is sent to you for confirmation. .

Confirming your participation

Once all the registrations have been received in the DOS office and processed (this can take 4-6 weeks), providing we have received enough to make the event viable, you will be contacted by email with more information and to welcome you to the event.

Local Networks

Once all applications have been processed we will circulate details of participants local to you. It often works well if artists local to each other coordinate opening times, run joint promotion activities or devise local trails. You'll be given an opportunity to change opening dates to coincide with others locally before publication if you need to.

Public Liability Insurance

It is your responsibility to have in place Public Liability Insurance for your venue. You may not need separate insurance if you are using commercial premises, but do ensure you check your situation. Devon Artist Network can no longer provide optional Public Liability Insurance. Due to the increase in the premiums for the two week event it is more cost effective for artists to purchase their own year-round cover from an organisation such as AIR: <http://www.a-n.co.uk/air>

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