



## NEWSLETTER

March 2009  
Issue 35

### ARTWEEKS' PUBLICITY CAMPAIGN

Our PR & Marketing consultant, Tei Williams, will be working to generate as much coverage as possible between now and the beginning of Artweeks 2009. She will need the help of participating artists to find interesting stories and angles in order to maintain media interest, so please contact your Area Co-ordinator or the Artweeks' office if you can help.

\*\*\*\*\* **GUERRILLA GALLERY** \*\*\*\*\*

One of the new ideas for Artweeks' publicity is a "Guerilla Gallery". which is being planned to take place in Bonn Square, Oxford on Saturday 25th April, between 12.30 –1.30pm. We need 50 Artweeks' artists to gather in the square and at an allotted time, to produce a piece of their art, which can be held aloft, thereby producing an instant gallery in Oxford's town centre. Tei has already received tremendously enthusiastic responses from the media, so we are hoping that the event will be covered by television, radio and local newspapers. If you would like to take part, please call the Artweeks' office as soon as possible, as numbers will be limited. (01865 865596)

### EASTER OPENING TIMES

The Artweeks' Office will be closed for Easter from 10-14 April (incl.)

### ARTWEEKS' WEBSITE : [www.artweeks.org](http://www.artweeks.org)

As in previous years, our website for 2009 will go "live" on 18th March. Please check your entry carefully & let the Artweeks' office know asap if there are any errors.

### KNIGHT FRANK FLAGS

Artweeks' members will be aware that "Knight Frank" estate agents have in previous years, generously paid for a flag for each site during the Festival. Unfortunately this year, this sponsorship has been suspended, due to the current economic climate. However, Artweeks' links with "Knight Frank" will be maintained and we will look forward to working together again some time in the not too distant future.

**The Board of Oxfordshire Artweeks  
is delighted to invite you to the**

### ARTWEEKS 2009 LAUNCH PARTY

At  
Leckford Place School  
Leckford Road  
Oxford  
OX2 6HX

On  
Thursday, 30 April 6.30-8.30pm  
Don't miss it !!



### Regional Launch Parties

**Parties in the North & South of the County  
are  
currently being planned. Your Area Co-ordinator or the Artweeks' office will let you know the details as soon as they are confirmed.**

## OXFORD CASTLE ART COMPETITION

Saturday, 2 May 11-4pm

Artists are invited to draw / paint / photograph the Oxford Castle site. Winning entries will be selected on the day and displayed in the O3 Gallery.

Please contact the O3 Gallery for further details.

T : 01865 246131

E : [info@o3gallery.co.uk](mailto:info@o3gallery.co.uk)

As in previous years, 50,000 guides will be ready for collection by the second week of April. Supplies will be delivered to area co-ordinators, along with flags and posters; your co-ordinator will contact you with arrangements for collection. If you live in an area without a volunteer co-ordinator, (which will have been highlighted in your proof letter), you will need to collect your supplies from one of the following locations :

**East Oxford**—If you have not been assigned to Simon Murison Bowie, please collect your supplies from Stella Campion, Cowley Road Workshops, 100a, Cowley Road OX4 1JE. Tel. 01865 790867.

**Headington**—Anne Blackman, 24, Quarry High Street, OX3 8JY. Tel. 01865 763624. Please call to arrange a convenient collection time.

**Henley**—Bridget Fraser, Barn Galleries, Aston, Henley-on-Thames, RG9 3DX. Tel. 01491 577786. Guides can be collected during the day from the large barn.

**Woodstock**—Iona House Gallery, 4 High Street, Woodstock OX20 1TF. Tel. 01993 811464  
Open : 10-5.30 (Mon-Sat), 11-5 (Sun). Closed 1-2pm & from 20-26 April.

**Wheatley**—Angela Tandy, 64 High Street, Wheatley OX33 1XP. Tel. 01865 875785  
Guide collections will be on 9/10 April, after 5pm

## INSURING YOUR EXHIBITION

Membership of Oxfordshire Visual Arts Festival Ltd. ("Artweeks") does not include insurance of your exhibition site. One of our artists has recommended the following organisation as a good source for exhibition insurance. The Society for All Artists :

[www.saa.co.uk](http://www.saa.co.uk) Tel: 01949 844050 or e-mail: [info@saa.co.uk](mailto:info@saa.co.uk)

The Open Studios Network also recommends contacting "AIR", Artists Interaction & Representation at : [www.a-n.co.uk/AIR](http://www.a-n.co.uk/AIR)

### ARTWEEKS OFFICE

PO Box 559

Abingdon OX14 9EF

Tel/Fax : 01865 865596

E-mail : [oxfordartweeks@yahoo.co.uk](mailto:oxfordartweeks@yahoo.co.uk)

Office hours : Monday, Wednesday and Friday,  
9.30am—2.30pm

Festival Director : Caryn Paladina

Administrator : Jo Golding

### ON LINE GALLERY

[www.artweeks-gallery.org](http://www.artweeks-gallery.org)

It is not too late to join the on line gallery. The cost is only £25 per year and gives you the opportunity to upload your own images and information.

If you would like to take part please forward £25 to the Artweeks' office with details of your valid, individual e-mail address.

## ***SOME GENERAL POINTS TO MAKE YOUR ARTWEEKS EXHIBITION A SUCCESS ...***

Many of you are experienced Artweeks' exhibitors who, over successive years, have learnt the most effective way of exhibiting your work. However, for newcomers to Artweeks, the following suggestions may prove useful:

### ***PUBLICITY***

Although publicity will be handled by the Artweeks' office in the weeks leading up to the event, the budget is limited (after using the majority of entrants' fees to pay for the guide). In order to make Artweeks a resounding success, therefore, **it is necessary for every participant to help publicise the event.** You can :

- ◆ **send invitations** to as many people as you can think of and consider having a private view. Try to avoid Saturdays when everyone else is having theirs, or stagger times with neighbouring sites;
- ◆ **distribute Artweeks guides and posters** in your area - you can tuck some of your own flyers into the main guide. You could identify two of three key venues in your area which you could keep topped up with guides throughout the event ;
- ◆ **consider getting together with other Artweeks' artists** to prepare a local art trail (your area co-ordinator will have a list of names), or a leaflet promoting the work of a group of artists. If you are in a more isolated location, you will need to work hard at extra publicity to attract visitors and local leaflets, linking nearby sites can help;
- ◆ **use a shop window** in a nearby town to display a few items and some posters to promote both Artweeks and your exhibition. Try cafés, libraries, bookshops, pubs, workplaces, etc.

### ***PREPARATION FOR YOUR EXHIBITION***

If you are exhibiting at home, clear one or more rooms as much as possible ; work always looks better hung on a wall or displayed on a surface free of other items. Always frame paintings and try to avoid crowding work together. Clearly identify each piece with a title and print a list of prices.

Keep a visitors' book so that you can keep a record of visitor numbers. You will also be able to use the information collected to mail out details of future exhibitions.

Make your house as inviting as possible from the outside. Put up lots of Artweeks posters, giving directions from a main road if necessary, and hang the Artweeks' flag in a prominent place. To help people with directions, draw arrows on the blank yellow/blue Artweeks' posters and add your site number - you can get them laminated to protect them. Prepare an information sheet about yourself and others exhibiting - perhaps use an A4 book of clear sheets for this. If you are selling work, think about how you are going to deal with money and cheques. If you think your neighbours might be troubled by cars parking, then please warn them in advance.

### ***SECURITY AND INSURANCE***

Take sensible precautions. Exhibit in rooms which are free from personal valuables. Ideally, have only one entrance so you can monitor people coming and going. Never be on your own in a building, and make sure that there is someone you can call, if necessary. Please be sure to check the insurance details for your site; **you are not covered by a general Artweeks policy.**

### ***ON THE DAY***

Make sure that you are open at the advertised times. Try to build up a rota of friends and helpers to join you at various points in the day so that you can take a break. You may have long periods of quiet but don't be discouraged and don't assume that this is a reflection on your work ; there are many factors which affect visitor numbers. Be welcoming. Treat all visitors as potential buyers, as the first visit might pave the way for future purchases. People can feel awkward, especially stepping into a private home and so need to be handled sensitively ; most people like to be left alone to look round first, but you might like to ask a few friendly questions to break the ice. Visitors can feel embarrassed if they leave without buying anything; again try to put them at their ease, and thank them for coming. Have information to take away (find out about nearby sites so you can give people directions and information) and ask them to sign your visitors' book. Try to have a range of postcards and small items for sale; postcards act both as a souvenir and a reminder of your name and work.

Above all, enjoy yourself during Artweeks and good luck with the sales!