



## NEWSLETTER

March 2010  
Issue 39

### APRIL EXHIBITIONS AT OXFORDSHIRE RAILWAY STATIONS

First Great Western and Chiltern railways have generously & enthusiastically offered Artweeks' artists the chance to exhibit & demonstrate their art at Oxford, Didcot & Banbury stations from mid-late April. This will be a great way to advertise Artweeks sites just before we open & hopefully the start of a partnership with an organisation that could bring Artweeks' artists into direct contact with a wide audience.

We would like to offer the public an enticing sample of what they might find at sites during the Festival, so would be grateful for as much participation as possible. Please contact the Artweeks' office asap if you would like to be included in one of these exhibitions.

### SCULPTURE GARDEN AT OXFORD CASTLE

Artweeks and the O3 Gallery are co-ordinating a sculpture garden in the grounds of Oxford Castle during the Festival in May. If you would like to submit a large, outdoor piece, please contact Sophie Egleton at the gallery on 01865 246131 / [sophie.egleton@topgroup.co.uk](mailto:sophie.egleton@topgroup.co.uk)

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

Our website for 2010 is now "live". Please check your entry carefully & let the Artweeks' office know asap if there are any errors.

### \*\*\*\*\* ARTWEEKS VOUCHER SCHEME \*\*\*\*\*

We will be launching a new gift voucher scheme during Artweeks 2010 with the aim of stimulating sales during the Festival & beyond. The scheme will be widely promoted & we are hoping will prove very popular with the public, but artists will have the option to "opt out" if they choose to. Visitors to Artweeks will be able to purchase gift vouchers in £10, £20 an £50 denominations from the Artweeks' office which can be exchanged for artwork created by Artweeks' members. The vouchers will be valid throughout the year and will include a 5% administration charge.

Full details of the scheme will be sent to members directly.

The Board of Oxfordshire Artweeks is delighted to invite you to the  
**ARTWEEKS ' 2010 LAUNCH PARTY at**

**D 'Overbroeck 's College,**

**111, Banbury Road, Oxford, OX2 6JX**

**on Thursday, 6 May 6.30-8.00pm**

**Don 't miss it !!**



## 2010 GUIDE DISTRIBUTION

As in previous years, 50,000 guides will be ready for distribution by the beginning 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 :

**Abingdon** - Collections : 14 April 9-1pm & 19 April 5-9pm. Please 'phone for alternative times and directions via the office.

**Bampton**— Rosie Tomlinson, West Ox Arts Gallery, Town Hall, Market Square OX18 2JH. Open for collections : 6 April—3 May, Tues-Sat. 10.30-4.30pm, Sun 2-4.30pm

**Bicester**—Victoria Stanway, 2, Dunmore Close, Bicester OX26 6WZ Tel. 01869 320497 mail@victoriastanwayart.com . Victoria will contact artists direct to arrange a collection time.

**Headington**—Jan Purrett, 22, Sandfield Road, Headington OX3 7RQ. Tel. 01865 762683. janbaso@btinternet.com Jan will contact artists directly to arrange a 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.

**Wheatley**—Angela Tandy, 64 High Street, Wheatley OX33 1XP. Tel. 01865 875785

**Woodstock**—Caroline Large, Iona House Gallery, 4 High Street, Woodstock OX20 1TF. Tel. 01993 811464 info@ionahousegallery.org Open : 10-5.30 (Mon-Sat), 11-5 (Sun).

### DON'T FORGET THE ARTWINES PARTY.....

Thursday, 25th March, at The Jam Factory, Holly Bush Row, Oxford  
Doors open at 5pm & prize winners to be announced, with free glass of wine,  
at 7.30pm. Exhibition of 94 canvases by Artweeks' artists  
& launch of the 2010 Artweeks' Guide.



### 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 Tel: 01949 844050 or e-mail: info@saa.co.uk

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

#### ARTWEEKS OFFICE

PO Box 559

Abingdon OX14 9EF

Tel/Fax : 01865 865596

E-mail : oxfordartweeks@yahoo.co.uk

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

Festival Director : Caryn Paladina

Administrator : Jo Golding

#### EASTER OPENING TIMES

The Artweeks' Office will be closed for Easter  
from 2-5 April (incl.)

## ***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!