



NEWSLETTER

March 2007
Issue 27

2007 GUIDE

As in previous years, 50,000 guides will be ready for distribution by the first week of April. Supplies will be delivered to area co-ordinators, along with flags and posters, just before Easter and your co-ordinators will contact you with arrangements for collection. If you live in an area without a volunteer co-ordinator, you will need to collect your supplies from the following locations :

East Oxford—Stella Champion, Cowley Road Workshops, 100a Cowley Road, Oxford OX4 1JE. Tel: 01865 790867. Collection times after Easter : Monday—Friday between 9am-5.30pm only.

Abingdon—Sunningwell School of Art, Sunningwell—4th April (10.30am-4.30pm). Please call the school on 01865 730442 for alternative dates.

Henley—Bridget Fraser, Barn Galleries, Aston, Henley-on-Thames. Guides will be left in the barn next to the house where the exhibition is held & will be available after Easter. Tel. 01491 577786

If you have not heard from your allotted co-ordinator, please contact the Artweeks' office immediately.

DISTRIBUTION

In order to ensure that the guides are distributed most effectively, we must concentrate on supplying key venues; we cannot supply every corner shop or dentists' waiting room in the county. The majority of the guides will therefore be sent out to Oxfordshire libraries and Tourist Information Centres ; this is where visitors should always be sure of picking up a copy & we would be very grateful if artists in the North & South of the county could make regular checks on these local outlets, to ensure that supplies of guides have not run out & copies are prominently displayed.

Co-ordinators have been asked to ensure that all copies of the guides collected by artists will be used to the best effect. Some artists may have mailing lists and will wish to post guides out to prospective visitors, but we would be grateful if you would refrain from taking guides unless you have a specific purpose in mind. The cost of producing these guides is over £20k, so we can't afford to waste them. Please bear in mind that large stacks of guides on site will not be of interest to visitors to your site ; they will already have the information. Your co-ordinator has been asked to think of key venues in your area & would be grateful for any help in keeping these outlets well supplied. Help with putting up posters wherever possible would also be very much appreciated.

In addition to the guides, we will also be producing leaflets that will be easier (& cheaper) to distribute through "Direct Publicity", a professional distribution company ; the leaflets will give the website & On-Line Gallery addresses, office contact details, dates & information about where members of the public can collect an Artweeks' guide. The guide is also available on the Artweeks website & can be downloaded separately this year, in the three regional sections.

If you identify any problems with supplies, please alert your area co-ordinator or contact the Artweeks' office as soon as possible.

ARTWEEKS FLAGS & KNIGHT FRANK SPONSORSHIP

We have managed to secure additional sponsorship this year from "Knight Frank" estate agents, who have offered to buy flags for all of the Artweeks' sites; the flags will carry a discreet logo. The flags are a great way of attracting the public's attention, particularly in those areas (such as central Oxford) where permission to hang banners is extremely limited. This is something which we have wanted to achieve for some time, but have not had the necessary funds available before.

The Board is very pleased to have secured this relationship, and we hope that it will develop further in the future. In order to ensure that this happens, it is very important that **all sites** display this flag during exhibition time. If you have already ordered or own a flag, it will be fine to display them side by side, but **please** be sure to hang the sponsored flag on the outside of your venue, in a prominent position. The flags will be distributed to area co-ordinators for collection, along with the guides, at the beginning of April.

ON LINE GALLERY

In celebration of our 25th Anniversary Year, the Board is delighted to announce the launch of a new On Line Gallery, for use by individual members of Artweeks. The Gallery will be linked to the main Artweeks' site and will give visitors the opportunity to find out more about our members' work.

The Gallery will become "live" to the public on 2nd April, but all current individual members with an e-mail address, (which you have registered with the Artweeks office), are invited to load details of their work (including up to 6 images), current exhibitions, a brief biography & contact details, during March.

This facility will be free of charge for our anniversary year.

To register please visit: www.artweeks-gallery.org

ARTWEEKS WEBSITE

www.artweeks.org

We are delighted to confirm that all entries to the 2007 Guide have been transferred to the Artweeks revamped website. The site will become live on 2nd April. Please check you entries are correct and let us know immediately if anything needs to be altered. You will notice that a number of new pages have been added, which we hope both members & visitors will find useful. In particular, there is now a new page for news, which anyone is welcome to use to promote information & opportunities which would be of interest to Artweeks' members. It will also be used by the Artweeks' office & Board to announce news & information between newsletters, so you might find it useful to check this page on a regular basis.

If you would like to add something to the news page, please contact the Artweeks' office.

PUBLICITY OPPORTUNITIES

Our PR agency, Spriggs David, will be working to generate as much coverage as possible between now and the beginning of Artweeks 2007 and they need the help of participating artists to find interesting stories and angles so that they can maintain the flow of information to the different media with whom they are in contact. Please also let Karen David know of any local publications which you think would be interested in receiving our Press Release ; we would like to reach as wide an audience as possible.

Please email Karen@spriggsdavid.com (or call Karen David on 01865 512662) with your suggestions. They already have access to the images that will appear in the Guide but if you have other images that support your story, please attach low resolution versions to the email.

AGM

The Artweeks AGM will be held at the OVADA Gallery in Oxford on Thursday, 7th June 2007, from 6.30-7.30pm. It's your chance to hear about the organisation's progress & plans & to put forward your own suggestions for improvement. The Board will look forward to seeing you there.

QUESTIONNAIRE

The enclosed questionnaire is for all participating sites in Artweeks 2007. It is very important that these forms are completed and returned to the Artweeks office after the festival has ended, as our funding from District Councils may otherwise be in jeopardy. Please make sure that yours is returned before the end of June, when the office closes.

INSURING AN EXHIBITION

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

ARTWEEKS OFFICE

PO Box 281

Oxford OX2 9FX

Tel/Fax 01865 849371

oxford_artweeks@hotmail.com

www.artweeks.org

The office is open Monday, Wednesday and Friday,
9.30am—2.30pm

Co-ordinator : Caryn Paladina

Administrator : Nicky Carter

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

ARTWEEKS 2007 LAUNCH PARTY
at

The Oxford Castle Site, New Road, Oxford on
Thursday, 10th May 6.30-8.30pm
drinks & live music — Don't miss it !!

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

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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;
- ◆ **send out information** to local publications, parish magazines etc. Try to give them as much notice as possible;
- ◆ **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 don't crowd work together. Clearly identify each piece with a title and print a list of prices.

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!

PARTICIPATING ARTISTS' QUESTIONNAIRE

This questionnaire has been sent to you so that Artweeks can provide the Oxfordshire District Councils with up to date information about this year's festival. Our **funding for 2008 and subsequent years depends on this**, so please complete this survey and return it as soon as your Artweeks' event finishes, to the Artweeks' office. We appreciate that numbers may not be exact, but even a sensible estimate will help us to gain a greater insight into the event.

Your name		Guide Number	
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How many visitors came to your exhibition?	
How many of your visitors came from:	
- within 10 miles?	
- within Oxfordshire but from further than 10 miles	
- outside Oxfordshire?	

How did your visitors find out about your exhibition ?	Guide	Poster	Word of mouth	Magazine or paper	E-mail or website

What type of work did you exhibit?			
How many works did you exhibit?			
How many works did you sell?			
	<small><£2,000</small>	<small>£2,000-£5,000</small>	<small>>£5,000</small>
What was the total value of the works sold?			

Do you consider that art is your career?	
How many times have you participated in Artweeks ?	
Has Artweeks played a part in encouraging you to have a career as an artist?	
How would you like to see Artweeks develop in the future?	

Other Comments : (please continue on the back of this sheet if necessary)

Artweeks is registered under the Data Protection Act. All information will be treated in strict confidence and the results of this survey will be made available to the Oxfordshire District Councils and Artweeks Board only.

Please return to: Artweeks, PO Box 281, Oxford OX2 9FX by the end of June 2007