

It is important that participating artists are aware of their obligations during the event. Its essential to be open and available at the times you have stated in the Visitor Guide.

Deciding when to open

You don't have to be open every day, Take time off to visit other artists. Many artists find that during a Bank Holiday weekend tourists may be lured to other attractions. For others this is the best time!

Try to have uncomplicated hours, perhaps at similar times to nearby venues. And while it is helpful to be in a cluster of venues, visitors will not necessarily go to all of them.

Exhibitors sharing

It might be worthwhile to share a large house or rent a local hall between several exhibitors, especially if your house is very small or has difficult access. All the sharing applicants should cross reference their applications with the names of the others in the group. Specify one person as a contact.

Planning

Think carefully about how to best to display your work – an almost empty room would be the ideal. Free-standing panels (homemade) make extra “wall” space. Show enough work but not over-whelming quantities. Visitors also like to see a working environment if that is possible.

Pricing – either place a label next to each piece or display a typed list with name or number and price, so people don't have to ask. If you are looking for commissions supply your details on printed cards.

Sales – Apply 'sold' stickers to artworks, and arrange for the delivery/collection preferably after the exhibition, so as not to spoil the display. Selling greeting cards of your work is a way of making modest sales. People may buy them as souvenirs if they are not able to buy the real thing. Take full details in a receipt book.

Promotion

Be conspicuous! Artists are asked to display the pink Hampshire Hog banner (and your own pink balloons if you can keep them up!) at their venues. We also provide bright pink direction arrows to place where visitors can see them on route. The more eye-catching your venue is, the easier it is for visitors to find you. Display the posters/flyers in your nearest town – Tourist Information Centre, public notice boards, etc. 50,000 Visitors Guides will be printed, but please help by distributing them to local outlets listed on the

countdown sheet, and sending them (or postcards supplied) to your own contacts. Get listed in the “what's on” section of your local newsletter. Tell your local radio station.

Visitors Book

Keep a visitors book to check how many people came, and to give you a client list for future mailing.

Visitor Feedback Form

Is now on back page of the Guide.

Extra Publicity

The local press is less interested in art than artists and events happening locally. Have you exhibited or held a residency somewhere out of the ordinary? Is your artform particularly unusual? If you have any good pictures of yourself working or with your work to send in you may increase your chances of being singled out for some publicity.

Entry Form

The details you give will be used in the Guide and on the website unless you specify otherwise. Please let us know if your venue is difficult to find or parking is restricted, etc. If possible include a simple sketch map for us with your venue marked, or an O.S reference number.

Enclose a cheque payable to **HAMPSHIRE OPEN STUDIOS**. For a receipt please enclose a S.A.E.

You will receive a proof of your entry in the Guide to check spelling and wording.

Participation Form

The details you give here are for our database, and also to provide interesting material for possible press releases. We will ask for your permission before passing on this information.

Insurance and security

Although we haven't heard of any artists having problems, we will again be insuring all venues for Public Liability. This will be included in the entry fee. Check your own insurance policy for your artwork and house contents. Be extra careful if you are on your own, make sure you have a phone to hand. Open Studios don't usually encourage the criminal element but we have heard of one theft. Try to keep the exhibits to rooms from which you have previously removed any obvious valuables or breakables.