

Submission Guidelines 2019

The Wirral Open Studio Tour encourages artists from across the whole of Wirral to open their studios and creative spaces. It is a not-for-profit, self-funded project run by a small committee of dedicated volunteers.

Participating artists have the opportunity to show and sell their work and engage with buyers, viewers and the community in an informal setting. Visitors have a unique opportunity to see art displayed on site, view work in progress, purchase art, meet the artists and learn about their mediums and processes.

Last year, nearly 70 artists participated in the Tour. They welcomed many hundreds of visitors from across the Wirral and surrounding areas, made sales, accepted new commissions and created valuable contacts.

This year's event will take place over the weekend of 8th - 9th June 2019.

*Optional Friday evening opening 6pm-9pm**

Following a successful trial last year, we are again offering artists the opportunity to open their studios on the Friday evening as well.

This Friday evening (6pm-9pm) opening is **optional**; and if you don't wish to, or can't, open your studio on the Friday evening it will of course give you the opportunity to visit some of your fellow artists.

****we reserve the right not to hold the Friday evening opening if too few artists want to take part in it***

Submission Criteria

- Artists must be Wirral-based*
- Artists must be either professional or semi-professional
- All artists must be available at their studios/exhibition spaces to meet and talk with the general public throughout the Tour weekend; Saturday and Sunday, 10am - 5pm both days.
- All artists must have their own Public Liability Insurance valid during the period their studio is open to the public. If you don't already have public liability insurance both A.N and the SAA offer this as part of their membership packages.

www.a-n.co.uk/air

www.saa.co.uk/info/professional-membership

Guest artists: **Subject to prior approval by the committee, eligible **Wirral based** artists may invite artists from outside the Wirral area to share their studio or display space for the tour weekend. Any such guest artist must submit an application to the selection committee (the committee may ask for additional information to support the application) and, if selected to take part in the tour, pay the required artist registration fee.*

The deadline for all submissions is midnight, Sunday 3rd February 2019.

Fees

A non-refundable registration fee of **£65 per artist** (*not per studio*) is payable by all artists **selected to take part in the tour**. Payment details will be provided when you are notified of your successful application.

The deadline for payment is Thursday 28th February 2019.

Your Studio

By applying to open your own studio for the Open Studio Tour you agree to your studio address being published in our brochure and publically available on our website for the tour weekend and the month leading up to the tour weekend.

Sharing your studio

Previous experience has shown that studios receive a greater number of visitors when there is more than one artist; if you are opening your own studio we urge you to consider whether you would be able to host another artist. If you do decide to host another artist you can either arrange this yourself, or you can tick the box on the application form and the organisers will endeavour to match you with an artist looking for space, whose work compliments your own.

Please note: if you make your own arrangements with another artist to share your studio space for the tour, this artist **must submit their own application** to take part in the tour. **The registration fee is payable by each selected artist, not per studio.**

Don't have a studio?

We understand that not all artists work in spaces which are suitable for opening to the public. You can still apply and we will endeavour to find another artist for you to share with; however these shared spaces will be limited and you might want to look into organising your own venue.

Williamson Art Gallery

The space available in the Williamson Art Gallery will be organised by **David Jones**. If you wish to set up in the Williamson Art Gallery you **must** arrange this with David at david@wirralarts.com **before** applying; then list the Williamson Art Gallery as your studio address on your application form.

Other Venues

Due to the high workload it places on the committee, we will not be organising group exhibition venues. However, this does not mean that such spaces cannot be used; but we would like **you** as individual artists or groups of artists to take on organising them for yourselves.

Please contact us if you would like advice on how to find a suitable venue, or to be put in touch with other artists who would like to share a venue.

Application Process

Please complete our online form and submit it along with your images (see below for more information about images). We will email you to acknowledge receipt of your application; if you do not receive an acknowledgment within 48 hours please get in touch.

The deadline for submissions is Sunday 3rd February 2019.

Successful artists will be notified on or before the 15th February 2019.

Please ensure that all text you submit for use in the brochure and on the website is free from spelling mistakes and typographical errors and is written in sentence case (not all capitals or all lower case) with capital letters and full stops where appropriate. **We strongly recommend that if possible you type your text into a word processor first and then copy it rather than typing directly into the form, and please take the time to proof read it before submitting.** Badly written text in the brochure and on the website reflects

on the tour as a whole and not just on the individual artist. Every year the committee has to spend a great deal of time proof reading, correcting and reformatting these statements and as the number of artists taking part grows this is becoming a huge task, so please check yours before you submit your application.

Images

The following images are required to accompany your application:

- 3 images of recent work.
- 1 process image – of you at work (just your hands if you're camera shy), or your tools, or some work in progress etc.
- 1 image of your studio (if applicable) – either outside to help people find it or inside to entice people to visit.

Please make sure that the **all** images you send are:

- clear, in focus and a good representation of your work/studio
- high resolution (300 dpi) **or** a minimum of 2000px wide at a lower resolution eg 180 dpi
- file size less than 3MB
- named with your own name plus the name of the image (eg 'Helen Smith Fragile Shore 1.jpg' or 'Helen Smith Studio.jpg')
- artwork photographs must not have cluttered backgrounds; white backgrounds are preferred. To avoid reflections and glare, 2D artwork should not be photographed framed under glass.

Your application cannot be considered without good quality correctly labelled jpg images. As well as aiding the selection panel in the selection process, if you are selected to take part your images will be used in the brochure and on the website, and may also be used in the wider tour publicity.

Publicity & Resources

Each selected artist will receive an entry in the tour brochure (includes one image) and a page in the 'Artists' section of the website for 12 months.

There will be a pre-event meeting / social evening for all participating artists on **Friday 26th April** – put it in your diary now – when we will distribute the brochures and publicity material. If you are new to the tour you are strongly advised to come along and meet the more experienced tour artists.

At the meeting each artist will receive copies of the brochure to distribute, and both distinctive markers and banners will be available for display outside studios. A digital copy of the Wirral Open Studio Tour logo will be available to artists who wish to make additional signage.

As in previous years, the tour will be promoted widely across the whole of Wirral and surrounding areas in the local press, via social media, artist networks, etc. The public will be provided with a printed (and digital) brochure / trail map showing all artists' workspaces across Wirral.

In addition to this blanket publicity, **it is also the responsibility of individual artists to generate interest in their own studio and to distribute brochures and flyers during the weeks before the event.** It is always the case that the more effort you put in to this, the more you will get out of the tour as a whole.

If you have any queries please contact us at mail@wirralarts.com.