

Terms & Submission Guidelines 2023

The Wirral Open Studio Tour encourages visual artists from across the whole of Wirral to open their studios and creative spaces to the public for one weekend a year. 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.

This year's event will take place over the weekend of 10th - 11th June 2023.

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

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**.

***we reserve the right not to hold the Friday evening opening if too few artists want to take part** (If you don't wish to, or can't, open your studio on the Friday evening this will of course give you the opportunity to visit some of your fellow artists.)

Submission Criteria

- Artists **must** be Wirral-based visual artists
- 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 Artists' Network and the Society for all Artists offer this as part of their membership packages.

www.a-n.co.uk/air

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

The deadline for all submissions is midnight, Sunday 29th January 2023.

Fees

A 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.

- Non-payment of the fee by the payment deadline will result in your offer of a place being withdrawn.
- The fee is non-refundable if you are subsequently unable to take part in the tour.

The deadline for payment is midnight Tuesday 28th February 2023.

Cancellation Policy

If the tour has to be cancelled, then the following refunds will be made:

- Cancellation on or before **1st April 2023** - **full refund**
- Cancellation **after 1st April 2023** - **no refund**

At this point we will be committed to paying for the brochures and other printed material used for the tour so unfortunately will not be able to offer any refunds.

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 publicly available on our website for the tour weekend and during the period 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, and 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 may be limited and you might want to look into organising your own venue.

Group 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 asap 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 29th January 2023.

Successful artists will be notified on or before the 17th February 2023.

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

Your application cannot be considered without good quality *correctly labelled* jpg images.

As well as aiding the 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.

Please download and read the separate [image guidelines](#) before completing your application.

The quality of the images accompanying applications causes problems every year. The selection panel can and does reject applications submitted with poor quality images, regardless of the quality of the actual work. These images may be the only sight we have of your work; which may be excellent but if you don't submit good photographs of it we don't know that and we certainly cannot include it in the brochure or on the website.

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.

Each artist will receive posters, flyers and 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 showing all participating 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 in your own area 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.