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MEDWAY OPEN STUDIOS & ARTS FESTIVAL
Saturday 4 – Sunday 12 July 2020

FESTIVAL GUIDELINES

ABOUT THE FESTIVAL

Now going into its ninth edition, Medway Open Studios and Arts Festival aims to celebrate and promote the creative communities and artists that live and work locally. It was created by Heather Burgess and is coordinated by a fantastic team of volunteers as a non-profit arts festival to promote the arts in Medway. All fees taken from the applications go into the promotion of the festival.

The festival hopes to highlight all creative practitioners and promote a positive opinion of Medway as an artistic hub. Open to all artists and creative crafts people who live or work in Medway, as a chance to open their studios, homes and workshops to the public.

HOW TO SIGN UP

Entry forms are available at www.medwayopenstudios.org/apply/, then select the correct entry form out of Individual Artist / Artist Group / Community Organisation / School and carefully complete it online.

The online entry form is best completed in one session, as the information isn't always saved correctly for you to return to. Before beginning the online form, please look at the *How to Fill in the Registration Form* section detailed further on in these Guidelines.

If you need assistance completing the form please contact Heather - info@medwayopenstudios.co.uk / 01634 401 549.

You must email us an image file of your work(s) adhering to the guidelines (detailed further on).

The appropriate payment must also be received in order for your application to be complete.

The final deadline to be guaranteed entry into the July 2020 festival programme is 31st March.

2020 FESTIVAL DATES

The Medway Open Studios & Arts Festival 2020 will take place from Saturday 4th to Sunday 12th July.

During this period artists are invited to open their homes, work spaces or studios to the public. We ask that each venue is open for a minimum of 2 dates within the festival week.

By agreeing to take part, artists commit themselves to opening and being present on the dates they have selected and published within the programme for their exhibition space.

THE COST

INDIVIDUAL ARTIST ENTRIES:

For an individual, entry is charged at **£55** per artist. Each participating individual artist will receive the same size entry within the brochure.

ARTIST GROUP ENTRIES:

Group studios or shared venues can apply for a group entry, and should complete a group application form. In this context a group entry is three or more artists working in the same location. These 'group venues' are entitled to the following entry discounts:

- 'Small Group' (3 - 5 persons exhibiting): **£140**
- 'Medium Group' (6 - 9 persons exhibiting): **£280**
- 'Large Group' (10 - 20 persons exhibiting): **£450**
- 'Large extended Group' (20 or more persons exhibiting) **£575**

Applicants will be required to name each of the exhibiting persons to be eligible for a group discount.

Group applications are provided with **one entry** within the festival booklet, which includes a single image of your choice.

Images by all the artists can be supplied to be included on the website, festival publicity and Facebook page- the images will be titled online with the artist's name and information on where/when they are exhibiting. If a group is finding it hard to choose one image for the brochure it can be good to use a photo of the exterior of the venue which will help the public find the right place during the festival.

COMMUNITY GROUP ENTRIES:

If you are a community group wishing to participate you should complete a community group application form. Entry to the festival is charged at **£55** per community group.

The definition of a community group for the purpose of this festival is: A non-profit organisation or association of persons with the primary aim of working to provide services that benefit the community. A community group may take part in profit-making activities, but the surplus is reinvested in pursuit of the group's goals. Membership or participation in activities is available to everyone who wishes to join in.

SCHOOL, COLLEGE & COURSE ENTRIES:

Schools or creative course applications are charged at **£30** per school. Each participating school will receive the same size entry as an individual artist, and are required to adhere to the same terms and conditions as the other participating artists.

HOW TO FILL IN THE ONLINE REGISTRATION FORM

The online form should be filled in during one session. You cannot always save and return to your form at a later time.

If you have everything ready, the form takes approximately 8 minutes to complete.

Here's what you'll need to provide us with:

- Your contact details (for organiser use)
- Your contact details (for the brochure)
- Venue address & opening times
- Venue's wheelchair access
- Personal statement of up to 50 words for the brochure
- Your social media and website links
- An optional 15 word description for the ARTS DIRECTORY* (see information below)
- One high resolution image for the programme and online
- Confirmation of payment method (Paypal, bank transfer or cheque)
- Confirmation that you have read the Festival Guidelines.

***Optional free ARTS DIRECTORY listing**

As one of the Medway Open Studios artists you have the option of one FREE listing in the ARTS DIRECTORY at the back of the 2020 Open Studios booklet. This section hopes to be a simple directory of creative services available across Medway for visitors to keep and refer to all year round.

For example:

Picture Framing Service in Chatham, made to measure with mounts, 300 mouldings, fast turnaround.
www.weframestuff.example 01634 343434 office@weframestuff.example

If you'd like to be included in the directory we'll need - up to 15 words + website, email, phone. Up to 5 words in bold, included within the 15 word limit*. No images.

(To indicate which words you want highlighted in bold please put these words in (brackets))

PAYMENT

All payments can be made via either of the below options.

- **Cheques made payable to HEATHER BURGESS** and sent to Heather Burgess, Medway Open Studios, Sun Pier House, Sun Pier, Medway Street, Chatham, Kent, ME4 4HF. Please ensure a contact or reference name is on the reverse of the cheque to identify it.
- **Paypal** payments can be made to medwayopenstudios@gmail.com or by clicking on the Paypal links within the online forms. Please ensure a contact or reference name is included so we can identify the payment.
- **BACs transfer** into the festival account:
Payee: HEATHER BURGESS
Sort code: 30-84-63
Account Number: 42931560
Reference: 'MOS20' followed by the Artist name or Group name on the application form

WHAT YOU WILL GET

The festival showcases the creative talent in the Medway towns, it will create a central point of reference for visitors and artists to find and contact artists in Medway.

The registration fee will guarantee you a listing in the festival guide that will include your name, venue address, description of your art and studio exhibition, and an image of your choosing. Your venue will be pinned on the festival map of participants to direct the public.

Your image and listing information will be displayed on the website, Facebook page, Twitter and Instagram.

Every artist and group will receive your own marketing materials to promote your venue/ studio and involvement in the festival, these will include;

- Festival programmes (approximately 50 programmes per person) to distribute to you networks
- Festival posters
- Festival postcards
- Red balloons for your venue
- In the lead up to the Festival we will also contact you about Festival meetings, workshops, an invitation to the Festival launch and social evening, and 'best practice' tips for your venue.

WHAT WE WILL DO

We will coordinate the marketing and administration of the festival, to include;

- Design and print a high quality festival guide and marketing materials,
- Distributing programmes/ posters/ flyers throughout Medway and surrounding Kent. Approximately 10,000 guides are printed and distributed.
- Contact the local press and publications.
- Advertise the festival online and in relevant venues and locations throughout Kent.
- Source advertisers and sponsors to raise income for the festival.
- Host a launch event to celebrate and highlight the festival.

PHOTO/ IMAGE OF WORK

One good quality image of your work is needed for inclusion in the brochure.

Think carefully about which image you use as this will represent your exhibition. You must supply only **one** image, ideally as a Digital jpeg image – 300 dpi, no greater than 3MB sent as an attachment via email to info@medwayopenstudios.co.uk

The image printed in the brochure will be reduced significantly, and may be cropped to adapt to the design of the brochure and ensure all entries are given equal size images. **Images are reduced/cropped to approximately 3cm wide x 4cm high in the booklet.**

In addition to being used in the brochure, images will be added to the online gallery and Facebook page. Images will be titled online with the artist's name and festival brochure information.

See below some examples of strong images from previous years, and an example of the size the image will be in the brochure –



TERMS & CONDITIONS

- Any works exhibited as part of Medway Open Studios & Arts Festival are shown at the discretion of the artist, the festival organisers cannot take responsibility for the content of work shown.
- Organisers reserve the right to amend the supplied copy and images where necessary. Especially when the 50 word limit is exceeded in the Personal Statement section.
- Applications will only be complete and confirmed entry into the festival programme once payment has been received.
- Participating artists are expected to effectively manage their own promotion and distribution plan for their studio and to adhere to a high standard of professionalism within your venue, ensuring that strict health and safety regulations are being followed.
- Participating artists are expected to ensure that their venue is accessible and open in accordance with the dates and times given on the application form.
- We recommend that all festival participants have suitable insurance and public liability to cover damages, injury etc. Each artist is responsible for his or her own insurance and ensuring his or her chosen venue is insured.

- No pornographic or offensive material will be accepted as part of your brochure entry or image. If your exhibition contains sensitive material please give a brief description of this as part of your Personal Statement on the application form.
- The festival organisers do not accept liability for loss, damage or injury resulting from the actions of members of the public, or accept liability for loss, damage or injury resulting from the actions of members of the public at privately owned or commercial properties that have been opened to the public.