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**MEDWAY OPEN STUDIOS & ARTS FESTIVAL**  
Saturday 2 July – Sunday 10 July 2022

## FESTIVAL GUIDELINES

Medway Open Studios and Arts Festival (MOSAF) aims to celebrate and promote the creative communities and artists that live and work locally. It was created by Heather Burgess and is co-ordinated by a team of volunteers, as a not-for-profit festival to promote the arts in Medway. All fees taken from the artists registrations 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 place. Open to all artists and creative craftspeople 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/](http://www.medwayopenstudios.org/apply/)  
Select the correct entry form from and carefully complete it online:

- Individual Artist
- Artist Group
- Community Organisation
- School

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

- You must **email us an image file** of your work/s (see guidelines below)
- The appropriate **payment** must be received for your application to be complete.
- The **deadline** is **12 March 2023**, to be guaranteed an entry in the July 2023 festival programme.

If you need assistance, or are unable to complete the form online please contact Xtina Lamb or Wendy Daws - [info@medwayopenstudios.co.uk](mailto:info@medwayopenstudios.co.uk) / 01634 790 959.

## 2023 DATES

The Medway Open Studios & Arts Festival 2022 will take place from Saturday 1 July to Sunday 9 July.

During this period, artists are invited to open their homes, workspaces or studios to the public, or to organise exhibitions in alternative spaces such as shops, churches and community centres.

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.

## ENTRY COSTS

### 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 festival brochure, with an image.

### 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.

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 brochure, which includes a single image of your choice to represent the group. 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.

Images by all the artists in the group 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.

## COMMUNITY GROUP ENTRIES

Community groups wishing to participate are charged at £55 per entry, and are provided with one entry within the festival brochure, with a single image.

The definition of a community group for the purpose of this festival is: A not-for-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.

## SCHOOL, COLLEGE & COURSE ENTRIES

Schools or creative course applications are charged at £30 per school, and will be provided with one entry within the festival brochure, with a single image.

## 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 to copy and paste, the form takes approximately 8 minutes to complete.

Here are the details you'll need to provide us with:

- Your contacts (for organiser use)
- Your contacts (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
- One high resolution image for the brochure and online use
- Confirmation of payment method (Paypal, bank transfer or cheque)
- Confirmation that you have read the Festival Guidelines.

## PHOTO/ IMAGE OF WORK

A good quality image of your work is needed for inclusion in the brochure to represent your exhibition. You must supply only one image, ideally in jpeg or png format – 300 dpi, no greater than 3MB sent as an attachment via email to: [info@medwayopenstudios.co.uk](mailto:info@medwayopenstudios.co.uk)

The image printed in the brochure may be cropped to adapt to the booklet design. Images will be reduced/cropped to approximately 3cm wide x 4cm high. We advise you to choose a portrait-format image for the brochure as it will fit the design better than landscape-format, and use more of the available space for your entry.

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 how images look in the brochure.



	<p><b>PRINTMAKING</b> <span style="float: right;">MAP 10</span> <b>RACHEL // IPRINTEDTHAT</b> Studio 7, The Halpern Conservancy Board Building, 15A High Street, Rochester ME1 1PY</p> <p><b>OPENING TIMES:</b> Sat 2nd 12:00 – 18:00, Tues 5th 10:00 – 17:00, Fri 8th 14:00 – 20:00, Sat 9th 12:00 – 16:00, Sun 10th 12:00 – 17:00</p> <p>A mix of monotypes and typography created using screen printing techniques, gel plates and linocut. Rachel runs relaxed printmaking workshops from her studio and invites you to stop by and print a linocut postcard or if the sun's out to create a cyanotype.</p> <p>✉ <a href="mailto:rachel@iprintedthat.com">rachel@iprintedthat.com</a> <a href="http://www.iprintedthat.com">www.iprintedthat.com</a> @iprintedthat  @iprintedthat  @iprintedthat  NO</p>
	<p><b>MIXED MEDIA</b> <span style="float: right;">MAP 11</span> <b>MEDWAY ART BOX</b> The Halpern Conservancy Board Building, 15a High Street, Rochester, ME1 1PY</p> <p><b>OPENING TIMES:</b> Daily, 24/7</p> <p>Rochester's smallest art gallery in the red BT Phone Box on Rochester High Street. The concept is simple; artists gift artwork and art lovers take and enjoy a piece for the price of a shout-out on social media. What will catch your eye?</p> <p>✉ <a href="mailto:rachel@iprintedthat.com">rachel@iprintedthat.com</a> <a href="http://www.nucleusarts.com/medwayartbox">www.nucleusarts.com/medwayartbox</a> @medwayartbox  @medwayartbox  @medwayartbox</p>

## **PAYMENT**

Payments can be made by the following options:

- BACs transfer into the festival account:  
Payee: Medway Open Studios  
Account no: 16701879  
Sort code: 60-05-09  
Bank: NatWest  
Reference: 'MOS23' followed by the Artist, Group or School name on the application form
- Paypal payments to [medwayopenstudios@gmail.com](mailto: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.
- Cheques made payable to 'Medway Open Studios' 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.

## **WHAT YOU WILL GET**

The festival showcases the creative talent in the Medway towns, building a central point of reference to find and contact artists in Medway and a means to make connections with other artists, and those interested in creative work.

The registration fee will guarantee you a listing in the festival brochure 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 online and in the brochure.

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 Brochures (approximately 50 per person) to distribute to your networks
- Festival Posters
- Festival Postcards
- Red balloons for your venue

In the lead up to MOSAF we will also contact you about festival meetings, workshops to make vinyl signage for your venue, an invitation to the festival launch and social evening, and sharing '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 brochure and marketing materials
- Distribute brochures / posters / flyers / banners throughout Medway and surrounding Kent. Approximately 8,000 brochures 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.

All of this is done on a voluntary basis by the MOSAF team. The festival works best when our efforts are supplemented by those of all the participants, to attract attention to the festival, encourage visitors and make the experience a great one for visitors and artists alike.

## 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.
- The organisers reserve the right to amend the supplied copy and images where necessary.
- 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 their venues, 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 organisers do not accept liability for loss, damage or injury resulting from the actions of artists or members of the public at privately owned or commercial properties that have been opened to the public.