

# ARTHOUSE

## OPEN STUDIOS FESTIVAL

### GUIDELINES TO ENTRY

#### THE FESTIVAL

ARThouse is an annual open studios festival managed by the Arts Service at the London Borough of Richmond upon Thames, based at Orleans House Gallery in Twickenham. The festival is open to all artists and creative crafts people living or working in the Borough of Richmond who would like to open their houses or studios to the public. ARThouse aims to promote the creative communities based within the Borough, and showcase the range of work produced in the local areas. The festival allows visitors to engage with the relationship between the artist and their art, experiencing the same environment and space in which the work is created. Last year's festival involved over 140 artists who exhibited their work in their homes, studios, community centres and schools. The festival attracted over 7,000 people and more than 5,000 works of art were sold.

#### OPENING DATES & TIMES

ARThouse 2010 will take place over two weekends from Friday 11<sup>th</sup> June - Sunday 20<sup>th</sup> June. During this period artists are invited to open their homes or studios on at least two of the following six dates:

##### Weekend One:

Friday 11<sup>th</sup> June 6 - 9pm,  
Saturday 12<sup>th</sup> June 11am - 6pm,  
Sunday 13<sup>th</sup> June 11am - 6pm,

##### Weekend Two:

Friday 18<sup>th</sup> June 6 - 9pm,  
Saturday 19<sup>th</sup> June 11am - 6pm,  
Sunday 20<sup>th</sup> June 11am - 6pm,

All ARThouse artists are required to open their studios during the same time period although artists are also welcome to open their studios on additional dates/ times during ARThouse subject to prior appointment with members of the public. By agreeing to take part, artists commit themselves to opening on the dates published within the guide and to be present at their exhibitions during the published times.

#### THE COST

##### Individuals

Entry to ARThouse is charged at £50 per individual artist. This cost is subsidised by the core contribution from Richmond upon Thames Council and additional project income which is generated from external sources. The entry cost is relatively low in comparison with other open studios events and is reflective of each artist's commitment to and investment in the success of their studio and the overall festival.

##### Groups

Any studio/ venue can take part as a group. In this context a group venue is three or more professional artists working together. These 'group venues' are entitled to the following discounted rates to entry:

- 3 - 5 persons exhibiting: £130
- 6 - 10 persons exhibiting: £225
- More than ten persons exhibiting: £300

If you are a community group wishing to participate in ARThouse you should request a community group application form by calling 020 8831 6463 or emailing [heather.burgess@richmond.gov.uk](mailto:heather.burgess@richmond.gov.uk). Entry to ARThouse is charged at £50 per community group.

Group venues are required to adhere to the general terms and conditions of standard participating artists. However they will be entitled to additional marketing materials as agreed with the festival co-ordinator. Applicants will be required to name each of the exhibiting persons to be eligible for a group discount.

Each participating individual artist will receive the same space within the brochure. Group venues will be provided with one space within the ARThouse brochure which includes a single image of your choice. Payments can either be made by cash in person at Orleans House Gallery or by cheque (please make cheques payable to 'LBRUT').

### **THE APPLICATION FORM**

Artists should complete the application form, using these guidelines to assist you. Forms should be carefully completed using BLOCK CAPITALS and black or blue ink. The form must be returned to the address provided at the bottom of the form, with your entry fee and a photograph/ image of your work by Friday 19<sup>th</sup> February. Applicants are asked to send a stamped addressed envelope suitable for the return of their image if they wish for it to be returned.

### **YOUR IMAGE**

One good quality image of your work is essential for inclusion in the brochure and for the website. Please think carefully about which image you use as this will be the first thing that people see when they look at your entry. You must supply one image in one of the following formats:

Print – ideally glossy, at least 3.5 X 5.5 ins

Digital jpeg images – no greater than 2MB on disk or CD-Rom

When images are supplied on disk or CD-Rom, you must also supply a printed version to enable verification of image, and for proof reading purposes. Black and white images are only acceptable if you are exhibiting black and white photography. Clearly label your work with your name and contact telephone number. To ensure the correct positioning of the image, photographs should be marked 'top'. Please include a stamped addressed envelope suitable for the return of your image if you would like it returned.

Please note that the image printed in the brochure will be reduced significantly, and may be cropped to conform to the design of the brochure and ensure all entries are standardised and equal in display.

## **TERMS & CONDITIONS**

Your participation in ARThouse 2010 is subject to the following terms and conditions.

- Works exhibited as part of ARThouse are shown at the discretion of the artist and the Council cannot take responsibility for the content of work shown.
- The Council Thames takes no responsibility for any loss, damage or injury sustained as a result of participating in ARThouse.
- The Arts Service reserves the right to amend supplied copy and images where necessary.
- Participating artists are expected to effectively manage their own promotion and distribution plan for your 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 your venue is accessible and open in accordance with dates and times indicated in the application form and to ensure the highest standard of quality in artworks presented.

- **FREQUENTLY ASKED QUESTIONS**

**1. What is the aim of ARThouse and why might it be useful for me?**

The principal aim of ARThouse is to promote the wealth of creative talent within the London Borough of Richmond upon Thames and to provide visitors and residents of the Borough with a unique experience of seeing and buying artists work in the very space that the work was created. Artists participate in ARThouse for many reasons but the most common reason to be part of a borough wide cultural celebration, exhibit their work and to promote it to new audiences.

**2. Will I receive help to promote my venue?**

Marketing ARThouse is a shared responsibility of the Arts Service and participating artists. The Arts Service will co-ordinate overall promotion of the festival and production of publicity materials. Furthermore, all artists will receive a box of promotional materials in May to help them promote their venue, which includes festival postcards, booklets, posters, etc. The Arts Service will provide artists with suggestions on distributing publicity materials and promoting their venue. This year we are seeking an artists' working group, consisting of a few ARThouse artists, to help the Arts Service with the overall marketing of the events.

**3. Are artists expected to 'link up' with other artists or venues located geographically close to them?**

The Arts Service encourages as many artists as possible to communicate regularly with other artists that are exhibiting in your locality to aid a more strategic approach to regional promotion. In previous years some artists have formed a small 'ward' group of artists exhibiting in the same area to share promotion and to produce publicity materials which promote all venues in the same area. The Arts Service will provide you with details of other exhibiting close to you and with ideas of how to co-ordinate local area promotion.

**4. Am I expected to pay the arts service commission on sale made?**

The Arts Service does not expect any payment or commission for sales made during ARThouse. We will however encourage as many artists as possible to provide us with a feedback regarding number of visitors and amount of sales made during ARThouse to aid us in our evaluation of the festival.

**5. What happens once I've submitted my application?**

Your application details will be added to our ARThouse database which will be used to compile the ARThouse brochure. Upon entering your details into the database you will receive a confirmation letter from the Arts Service and a timetable of activity.

**FURTHER INFORMATION**

If upon reading these guidelines you have any further questions, please do not hesitate to contact Heather Burgess, Arts Events Assistant on 020 8831 6463 or [heather.burgess@richmond.gov.uk](mailto:heather.burgess@richmond.gov.uk)

*Thank you!*

We look forward to receiving your application