

# ARTHOUSE

## OPEN STUDIOS FESTIVAL

### 2012 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.

#### **OPENING DATES & TIMES**

ARThouse 2012 will take place over two weekends from Friday 22 June - Sunday 1 July. During this period artists are invited to open their homes or studios on at least two of the following six dates:

##### Weekend One:

Friday 22 June 6pm - 9pm,  
Saturday 23 June 11am - 6pm,  
Sunday 24 June 11am - 6pm,

##### Weekend Two:

Friday 29 June 6pm - 9pm,  
Saturday 30 June 11am - 6pm,  
Sunday 1 July 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. Schools are required to be open to the public on one day or more. 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 APPLICATION FORM**

Artists should complete the appropriate application form, using these guidelines to assist you. Forms should be carefully completed using BLOCK CAPITALS, black/blue ink, and be sent to:-  
**ARThouse 2012, Orleans House Gallery, Riverside, Twickenham, TW1 3DJ**

Alternatively, forms can be completed electronically, using a clear type font, and sent via email to:-  
[artsinfo@richmond.gov.uk](mailto:artsinfo@richmond.gov.uk)

A photograph/image file of your work(s) adhering to the guidelines below, and appropriate payment must also be received in order for your application to be processed. The deadline for applications is Monday 20<sup>th</sup> February.

#### **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 representative image for your entry. You must supply **one** image for application in one of the following formats:

Print – ideally glossy, at least 4 X 4 inches

Digital jpeg image – 300 dpi, no greater than 3MB sent as an attachment via email, on disk or CD-Rom

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. **We advise that artists provide images that are ready cropped to a square format, to minimise later changes needed to your entry.**

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. Clearly label your work with your name and contact telephone number. To ensure the correct positioning of the image, photographs should be marked 'top'. Black and white images are only acceptable if you are exhibiting black and white photography. Please include a stamped addressed envelope suitable for the return of your image, and or media, if you would like it returned.

### **THE COST**

#### **Individuals:**

Entry to ARThouse is charged at **£55** 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. Each participating individual artist will receive the same space within the brochure.

#### **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:

- 'Small Group' (3 - 5 persons exhibiting): **£140**
- 'Medium Group' (6 - 10 persons exhibiting): **£250**
- 'Large Group' (more than ten persons exhibiting): **£330**

If you are a community group wishing to participate in ARThouse you should request a community group application form by calling 020 8831 6000 or emailing [artsinfo@richmond.gov.uk](mailto:artsinfo@richmond.gov.uk). Entry to ARThouse is charged at **£50 per community group**.

Group venues will be provided with one space within the ARThouse brochure which includes a single image of your choice. Applicants will be required to name each of the exhibiting persons to be eligible for a group discount.

#### **Schools/College:**

Entry to ARThouse is charged at **£30** per school. Each participating school or college will receive the same space within the 'school' section of the ARThouse brochure.

Group venues and schools 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.

### **Payment**

Payments can either be made by cash, or cheque, in person at Orleans House Gallery or sent by post to:

**ARThouse 2012, Orleans House Gallery, Riverside, Twickenham, TW1 3DJ**

Please make cheques payable to 'LBRUT'.

Online payments can be made easily online by visiting the ARThouse webpage at [www.richmond.gov.uk/arthouse\\_open\\_studios](http://www.richmond.gov.uk/arthouse_open_studios)

## **TERMS & CONDITIONS**

Your participation in ARThouse 2012 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 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.
- The Council does not accept liability for loss, damage or injury resulting from the actions of members of the public participating in ARThouse 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.

## **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 fantastic 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 is to be part of a borough wide cultural celebration, exhibiting their work and promoting 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 involved. The Arts Service will co-ordinate overall promotion of the festival and production of publicity materials of which all artists will receive a box of promotional materials in May to help them promote their venue. This will include a press release, festival brochures, posters, postcards, flags etc. The success of a venue will depend heavily on the promotion from individual artists and those in the close artistic community to advertise their own venue, dates and exhibitions. The Arts Service will provide artists with advice and suggestions on distributing publicity materials and promoting their venue, and help as a promotional umbrella. Artists exhibiting in close proximity will be allocated to an area hub which helps to combine promotional efforts within a locality. This year we are again seeking an artists' working group, consisting of a few ARThouse artists, to help the Arts Service with the overall marketing of the events.

### **3. Can I have more publicity material to distribute if I run out?**

Yes. Please contact the festival coordinator to discuss any marketing needs or ideas, and collect more promotional material from the gallery.

### **4. Will I have the opportunity to check my brochure entry before it goes to print?**

The Arts Service will provide you with a proofing slip and a copy of the brochure map via email for you to check and return with any necessary amendments. This is an important part of the print process and you are encouraged to reply with any amendments as soon as possible.

### **5. 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 last year's festival we allocated artists to small groups exhibiting in the same area to share promotion and to produce publicity materials which promote all venues in the same area. Within

these 'hubs' groups were encouraged to produce area 'trail maps' which helped visitors journey from one venue to the next and enjoy a local area that perhaps they had not visited before. We hope to create a strong sense of artistic community and will be encouraging local schools and groups to also take part in the festival.

**6. 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 feedback regarding number of visitors and amount of sales made during ARThouse to aid us in our evaluation of the festival.

**7. 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, and details about how to contact other artists and join in the festival promotion!

**FURTHER INFORMATION**

If upon reading these guidelines you have any further questions, please do not hesitate to contact the ARThouse team on 020 8831 6000 or [artsinfo@richmond.gov.uk](mailto:artsinfo@richmond.gov.uk)

*Thank you!*

We look forward to receiving your application