

COSA APPLICATION GUIDELINES 2017

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HOW TO ENTER

All artists applying to enter Cheshire Open Studios will need to:

- a) Read all project guidelines and other relevant application documentation as indicated
- b) Complete all relevant application forms as necessary
- c) Make payment of appropriate Membership Fee with your application
- d) Provide suitable images of your work
- e) Provide a copy of your Public Liability Insurance i.e. Artist/Craftspersons insurance

Submitting your application indicates you agree and accept all terms and conditions for participating in this event.

ARTISTS PARTICIPATION & MEMBERSHIP FEES

There are two main entry levels i.e. **Open Studio Artists & Exhibition Only**.

1. **Open Studios Artists** are those that will open their studios to the public. **Open Studios Artist** membership also comes in two levels **Standard (individual)** and **Group**.
2. **Exhibition Only** are those that only want to participate in the open annual exhibition.

The fees quoted buy your space in our full colour A5 brochure and individual listing / membership to our website for this year.

Open Studios artists get between $\frac{1}{4}$ page or $\frac{1}{2}$ page listings depending on the chosen level showing all information provided on the application forms. Please use the Application Entry table below as guidance and the following examples to "Figure out what to Pay".

Exhibition Only artists get a 2-3 line listing with a picture (if space available) in the brochure and promoted on the website where applicable.

Application Entry Levels	Brochure	Website
Exhibition Only Entry fees: £10 per work Max of 2 works (individual artist only)	Name of individual, contact telephone number, e-mail address & website/social media link in the brochure with an image (up to 2-3 lines)	Up to 3 gallery images on the website with short artist bio
Standard Membership Entry fees: £75 per entry + £10 for each additional artist in a group (¼ page) For individual artists wanting ½ page: £150 (buys two ¼ spaces in the brochure). Max of 2 works per artist. Suitable for: Individual artist or small group of up to 3	1 (¼ page) listing in the leaflet/brochure with image(s) and relevant group or artist information For ½ page please provide additional imagery & information as appropriate (see Group Membership below) <i>Please provide additional information for each participating artist in the group</i>	Up to 3 or more gallery images (6 max) for the website with name of individual or group & short description, contact telephone number, e-mail address, website/social media link & address and directions of studio with Google interactive mapping.
Group Membership £100 per group entry (3+) + £10 for each additional artist in a group. (£90 covers first 3 artists in the group i.e. £30 each) Max of 2 works per artist in the group Suitable for: Groups > 3	1 (½ page) listing in the leaflet/brochure with up to 3 image(s) with relevant artist/group information <i>Please provide additional information for each participating artist in the group.</i>	Contact telephone number, e-mail address, website/social media link for each group member & address and directions of studio with Google interactive mapping for the group location.

Please note: GROUP studios applying for membership please note that only 1 contact phone number and e-mail address will appear in print as the main contact for the group. Each artist within a group can have their own space/profile on the website with at least 3 or more images each which are to be emailed to info@cheshireopenstudios.org.uk with their application entry form along with an artist statement for each artist in the group.

Please ensure completion of the additional artist statement sheet at the end of the application form for each artist in the group providing all relevant information & images clearly labelled to go onto the website.

Note: All images sent with your application must be good quality JPEG files (i.e. 300 dpi or better). Please do not send images embedded in WORD or PDF documents as this adds to our workload. In some cases it provides poor quality images for publication & website usage. It is preferred that all images are emailed as attachments either individually, in a zip file or posted to us on a CD.

FIGURING OUT WHAT TO PAY

Examples to calculate what to pay:

Exhibition only artists = £10 per work, £20 x max 2 works

Open Studios Artists	No Graduates	Graduate x 1 (discounted)
Standard / Individual Artist	£75	£50
Standard / Group (3 artists)	£95 (£75 + £20)	£85 (£75 + £10)
Group (4 artists - ½ page)	£100 (£100 + £10)	£100
Group (5 artists - ½ page)	£120	£110
Standard (1 artist - ½ page)	£150	112.50

Those participating in the **Exhibition Only** category must pay the full fee for all works being entered with their application i.e. £10 for one work, £20 for two etc

ARTIST CHECKLIST

Submission Deadline: Midnight Tuesday 1st August 2017 by email/online, Friday 4th August for postal entries

Open Studios Artists (Standard & Group) must complete both the **Open Studios Entry Form & Exhibition Entry** form along with individual **Artist Statement Form(s)** for each participating artist.

Exhibition only artists must complete and submit an **Exhibition Entry Form** and **Artist Statement Form**.

Please enclose with your application:

- Completed Open Studios Application, Exhibition Entry & Artist Statement Forms as appropriate.
- **3-6 (individual) to 9 images (for large groups at least one picture per artist must be submitted) – preferably jpegs, prints, or photos** of recent work that you would be happy to be used in the event publicity material. If you have participated in previous years since 2012 and have provided 3 or more images previously then at least 3 new images are needed.
- **Images of all work for the exhibition & website MUST be clearly labelled and named to match the title of the work along with the artist name.**
- **stamped self-addressed envelope** if you would like your images returned (if sending by CD in post)
- **Cheque** for exhibition & open studio entry fees made out to 'Cheshire Open Studios' for the **total participation fee (i.e. including exhibition or open studio entry fee as applicable)**. Please contact us to make payment by Paypal.
- Proof (copy) of your **public liability insurance**

We must receive all of the above items for your application to be successfully processed, thus permitting you to participate. Please send your submission to: info@cheshireopenstudios.org.uk or post to Cheshire Open Studios, c/o 8 Bakers Court, Winsford, CW7 2BQ. Any questions please email or telephone: Midge on 07808944550 (10am to 4pm Mon to Fri only)

ENTRY GUIDELINES

Notes and General Information **(please ensure you read all of this section)**

The overall contribution of artists (that have participated previously) to the project will be taken into account when the next years applications are made.

If artists do not fulfil their obligations, as detailed in the essential requirements, this could affect acceptance of future submissions.

Please type or write clearly as information on the submission form will be collated and sent directly to the printers & website designer. Each artist or art group wishing to participate should **complete an entry form including additional artist information sheets for each artist in the group**, providing all the necessary information requested to be included in printed publications & website.

Cheshire Open Studios takes no responsibility for missing, incorrect or incomplete information – we are solely dependent and rely on the information you provide to be correct and complete during entry & checked and verified by you during the printed publications review process before it goes to final print. So please be sure to review your information when requested by our team before we go to print and publication.

Digital Submission

Cheshire Open Studios would be very pleased to accept digital submissions with the form and images on CD or email as this saves the project time and money!

Contact details

Artists' full studio address and telephone number will be printed in the brochure and on the website as they are designed to be helpful guides for visitors. If you wish to participate you will need to be happy to have your contact details published publicly. If for any reason you wish certain details not to be published please state this on your application form and provide suitable alternatives where information is mandatory.

Images

Photographs/digital prints will be returned, but will be needed for some weeks for publicity purposes. **Please write your name on all images/jpegs/cds and rename electronic image files to match the name given in the submission form.** All images used will be credited on publicity.

If you are sending jpegs they should be 300dpi (We would prefer to have high quality jpegs / tiffs if possible, as this saves us scanning costs and time.) Some of the images you send will be used in printed publications and on the website – please send images you would like to represent your work. We will not remove defects from an image however may adjust images to improve display quality if necessary. If it is not sharp or the print quality is poor it will not reproduce or display well when printed and on the website.

Studio Location & Description

Please make sure these are descriptive and interesting. Examples of location and description:

“Upstairs room, with kiln and workbench, test pieces and finished work on show.”

“Temporary share with another participating artist in hall, sketch books, photos, paints, work in progress and finished pieces displayed.”

Not everybody who wishes to take part has a suitable studio space. Your studio space can be a temporary one, but it must be set up as a studio (not just an exhibition) with the ‘tools of your trade’ to hand.

If you would be happy to have another artist share your studio, or you are an artist in need of suitable studio space please fill the relevant section on the form. We will do our best to match up those who need space with those who have it, but may not be possible to fulfil all requests.

Artists and artist groups can only be advertised as being open from one venue.

Disabled access

Please clearly state whether your studio would be accessible to people with a disability (i.e. wheelchair access) and whether you would personally be able to accommodate anyone with a disability. We recommend disabled visitors phone you before visiting.

Please note that disabled access is not a criterion for participation.

For wheelchair access it is recommended that the unobstructed opening width of exterior doors is 800mm wide and an internal door is 750mm. Door widths less than this may prove difficult to access.

Workshops/Talks/Demonstrations

A symbol can be put in the project publicity to show that you can or will do workshops, talks and or demonstrations. Some artists have been approached by schools and groups after the event to run workshops, demonstrations etc – so this can be a useful advert.

As we now manage our own website it is possible to register and add details of your own workshops for free. Alternatively you can email us at info@cheshireopenstudios.org.uk with relevant information to be placed on the website. Please contact Midge for more details.

PS: We will be launching a new updated website later for this year’s event. We will contact you in August with more details on how to use it to promote your work, share on social media and update your profile or add events.

Appointments

If you would be happy to be contacted by visitors throughout the year by appointment please tick the relevant box. We will put a symbol in the publicity to show this.

Artist statements

Be aware that statements need to be helpful to the general public and are not necessarily for an art gallery brochure. Statements should be clear and easily understood by the non-arts community. Describe the main influences for your work & inspiration with a note of your techniques. Statements may be edited to fit into printed publications such as the brochure.

Statements for the website has no limitation however please keep it concise. You can send us up to an A4 page of text or **use the Artist Statement Form for each artist. For groups please complete one Artist Statement form for each artist in your group.** You are also encouraged to submit an image of your studio, you working in your studio or a profile/selfie picture to be used on the website via email. Please send these images separately as email attachments i.e not embedded in Word or PDF documents.

Please see our website for examples of artist or group profiles at <http://www.cheshireopenstudios.org.uk>.

Opening your studio

Public perception of the project is very important to its continuation and growth for the future. **If your studio is advertised as open it MUST be open on those dates.**

Please check the dates that you are available to open your studio in person. If there are any dates that you cannot open please note this in the space provided and only indicate any additional dates if you are sure you can be there in person.

Studio Directions

Good directions to your studio are essential. Please keep these brief (about 25 words) and include at least one main road name/number. Be aware that people will be using your directions with a road map and **could be approaching from any direction.** Also visitors may not be familiar with your area. Instructions using local landmarks can be a great help to direct people from major roads. If in doubt check possible routes using Google maps. Consider too where you might place your open studio signs to direct visitors to your studio. Please state any parking restrictions if they apply. Please bear in mind not all visitors use satnav.

Public Liability Insurance

The project requires that Open studios participants have public liability insurance for the period of time their studio is open to the value of £2 million or more. **All artists including those Exhibiting Only** will need to ensure their work is fully insured to its full value for the exhibition. All artists' work in the exhibition will be at the artists' own risk. It will be the responsibility of each artist to insure their own work if required. If you have your own insurance please photocopy or scan your insurance certificate and send it in with your application form. If you don't have your own public liability insurance you will need to obtain your own. **No group insurance will be provided this year.** Many of our artists subscribe to:

- a) SAA at <http://www.saa.co.uk/support/insurance.php>
- b) A-N at: <http://www.a-n.co.uk/air/article/460147/437352>

- c) Craftspeople UK – <http://craftinsurance.co.uk> Provides suitable insurance for creatives, makers and crafters that also participate in other festivals and events.

If you take up A-N membership especially to participate please let us know.

If you do several events/workshops a year it is well worth subscribing to one of these. If part of a group working together, you may or may not be covered, please check your existing insurance policies otherwise group insurance could be obtained via SAA or Zurich. If you have any questions relating to this matter please contact us.

Collective Responsibility

Without a considerable amount of voluntary work carried out by Cheshire Open Studios Steering Group members and participants each year this project would cease to exist. We greatly rely on those taking part to help spread the word and promote the project for the good of all those taking part.

All participants are expected to help to distribute the printed materials e.g. leaflets & brochures and assist in publicising the project locally, online and on social media networks. The more artists that publicised the event in their area the better the chances for improving the footfall to the event as a whole!

Artists are also required to help in other ways (e.g. Exhibition, advertising & promoting online etc) and your participation is very much needed in order for the project to be a successful one!

Volunteering

Volunteering can give artists the chance to make friends, network and work cooperatively with like-minded people.

The steering group does a lot of voluntary work behind the scenes to ensure the smooth running of the project. However it is the collaboration between the artists taking part that makes the project a successful one.

The Steering Group meet every 8-12 weeks or so to discuss various matters as they arise e.g. reviewing business strategy, marketing & media design, making financial decisions, developing new ideas & related events, future planning and coordinating publicity, marketing & advertising.

If you would be interested in either becoming a steering group member, a weekend group coordinator or assisting with other tasks during the event, i.e. Helping with the exhibition, distributing & delivering brochures/leaflets/posters and banners, organising group meetings, helping with mailshots, providing publicity or online marketing support please tick the relevant boxes on the application form.

Please let us know if you have any relevant experience or useful contacts in a particular area. For more information on vacant roles please see current list at the end of this document.

Membership Fees

Is this value for money? Considering the cost of advertising many artists have stated that Cheshire Open Studios has been great value for money and have more often than not recovered well above this cost by taking part in the event. Many of our visitors keep and collect the brochures and have contacted artists directly for commissions and workshops, sometimes many years later!

On average in previous years, individual artists have made between £300 - £8000 in sales, commissions & workshops during or after their open weekends which is an extremely good return on investment!

Your membership fee is a valuable contribution to the continuation of the project, of which 100% goes towards funding the event and your promotion as an artist e.g. Your own section in 10,000 leaflets/brochures that will be distributed throughout Cheshire & other areas of the UK and your profile is hosted on our website along with our Facebook and Twitter pages which help promote you worldwide throughout the year and beyond. For a comparison, being hosted or having a profile on other artist websites cost approximately **£40 per month/£480 per year** with no printed publications!

COSA is a not for profit, voluntary organisation run by volunteers (mostly by artists) so primarily the majority of fees collected contribute towards the funding and running of the project and promoting the event to benefit all of its participants each year.

This is a non-refundable fee. We hope it will show a commitment on behalf of the artists to take part wholeheartedly in the project and deter artists from withdrawing from the project once publicity material has been produced. Those who graduated from a full 2 or 3 year art / design course (degree/HND etc) from 2015 onwards will benefit from a reduction of 25% in their entry fees to help promote new and emerging artists.

Your participation fee must be sent with your application. If you experience any difficulties with payment of fees please contact the Project Coordinator to discuss alternative payment arrangements i.e. can be paid in two halves by post dated cheques if necessary dated a month apart.

Exhibition

Any exhibition venue booked may have its own selection and acceptance procedure. We would however request that each artist that is participating in the open studios event is represented in the exhibition. Thus at least one piece of work per artist **must** be submitted and entered ... so time to get creating! If we have space for more we will notify you accordingly. Please read the next section '**General Conditions of Exhibiting**'. **A further T&C for the gallery has been issued along with the Exhibition Entry Form which also needs to be completed before submitting your work.**

Selection

Although there is no formal selection for open studio artists to participate, work may still be declined if the work is considered offensive, not suitable for exhibition i.e. in poor condition or obligations have not been fulfilled as participants in previous years (as detailed in the 'Essential Requirements'). **Exhibition only** entries may be subject to selection by the COSA steering group & gallery/exhibition venue.

GENERAL CONDITIONS FOR EXHIBITING

Please read the attached "**Conditions for Exhibiting Guidelines**" & "**Exhibition Entry Form**" for full details.

PLEASE NOTE: It is recommended that all work submitted for the exhibition is removed from online catalogues & websites to avoid conflict of sales and untimely removal of work from the exhibition. If work is sold via another source during the exhibition it cannot be removed until the exhibition is finished.

WANT TO VOLUNTEER?

Project Coordinator, Steering Group & other roles for Volunteers

Benefits of being a Steering Group member include:

- a) Gaining a behind the scenes experience of running a regional/countywide annual art event
- b) An opportunity to play an active role in organising the project as a whole and promoting the arts in the region.
- c) Steering group members will also receive a discretionary discount on their membership fee (e.g. 10% or £25 discount off fees, whichever is the greater) plus all approved travel expenses (receipts must be submitted for each claim).
- d) For funded projects/events/activities artists fees will be paid

If you are interested in helping out in organising this event please indicate this on your submission form or contact the Project Coordinator directly by email.

Average volunteer commitment should not exceed 10-15 hours annually.

If unable to volunteer yourself please feel free to inform others that might be interested in getting involved or require some volunteering experience.

We have a number of interesting projects and opportunities in the pipeline from 2017 onwards that could be beneficial to working artists or other individuals (not necessarily artists) looking for more skills & experience in working with the arts.

For all enquiries: email info@cheshireopenstudios.org.uk or phone Midge on 07808944550 (10am to 4pm Mon to Fri only) if you have any questions or require more information.