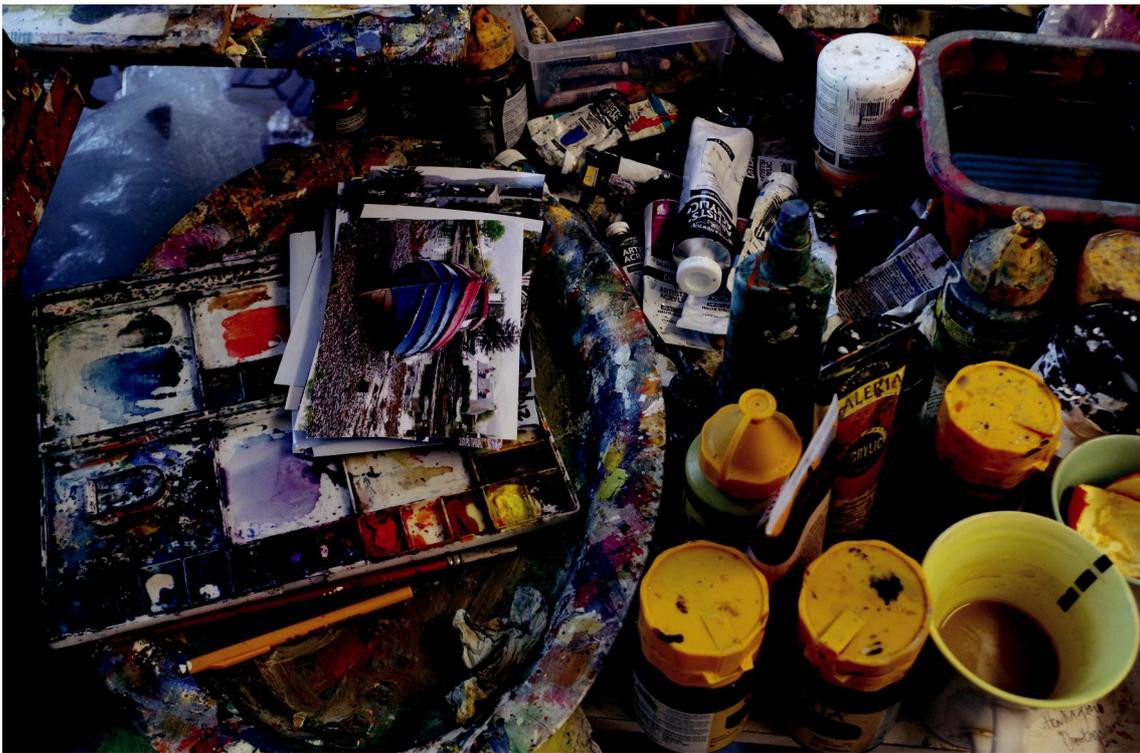


saos

Surrey Artists' Open Studios Handbook 2020-21



Welcome all SAOS members,

The aim of this booklet is to answer all of your queries regarding SAOS membership and joining Surrey Artists' Open Studios. Whether you have participated in Open Studios before or you are new to this event, please make sure you read through this booklet.



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What is SAOS?

SAOS is a membership scheme for artists in Surrey that aims to connect the public with artists. Through 'Find A Surrey Artist' an online resource, artists can be searched by name, art form or area. The website also features Open Studio events, when the public can visit artists in their studios and gallery spaces, to see their work and understand the processes and materials used to make them.

For a small annual membership fee (currently £60), SAOS offers a package for artists, in Surrey and its borders, which can be utilised all year round.

This package includes:-

- A dedicated web page per artist, with up to 12 images.
- A calendar option to advertise artists' events, exhibitions and workshops.
- An opportunity to participate in networking and training events that will either be free or subsidised.
- Option to sell works via your own online shop facility.
- A monthly newsletter with information on opportunities for artists, exhibitions and workshops, as well as useful resources and events.
- The support of the SAOS coordinator.
- Inclusion in marketing and publicity campaigns under the SAOS brand

For an additional fee SAOS members will be able to register to take part in Surrey Artists' Open Studios summer event and/or a Christmas online shop.

Registration for Open Studios events offers additional benefits such as:

- Inclusion in the Open Studios brochure, which has a distribution of 25-28,000 copies
- Inclusion in an extensive marketing and press campaign
- Inclusion in an interactive online map
- Public Liability Insurance during the Open Studios event
- An opportunity to sell work
- Opportunities to deliver workshops
- Opportunities to participate in other events and launch events
- Inclusion in the Surrey Artist of the Year competition
- Inclusion in a prize draw, that offers a member of the public a voucher to spend on an art work of a participating artist.

What is an Open Studio?

Open Studios events take place in the UK and abroad. They have been established to help promote artists and their art practice. These events encourage artists to open up their studios to the public. Participating artists may offer workshops, demonstrations of their art practice, and work for sale, commission free. Open Studios covers a broad spectrum of visual arts, including painting, printmaking, sculpture, ceramics, textiles, glass, wood, metal, jewellery and photography.

In Surrey the event attracts around 22,000 visitors each year. The event has proved very popular for visitors, providing a great way to meet artists and gain an insight into their working practice. For artists this offers a valuable opportunity to raise their profile and develop new skills in promoting their art.

Becoming a Member of SAOS

Membership of SAOS will provide the artist with a year-round web presence on Find A Surrey Artist, and a dedicated web page for each artist member on www.surreyopenstudios.org.uk Each member's page may include up to 12 images (these can be updated throughout the year), an artist's description, contact details, and the opportunity to include an events calendar which you can regularly update.

Members will also receive a number of additional opportunities and benefits including:

- Networking events
- County-wide marketing and promotional campaign
- Training opportunities e.g. how to promote your working practice, how to run a work shop, how to photograph your work, using social media etc.
- Priority information about opportunities, exhibitions and events through a monthly newsletter
- Opportunity to participate in the annual Open Studios event

SAOS Members do not have to take part in the Open Studios event, but every artist taking part in Open Studios whether individually or as part of a group, **MUST** be a member of SAOS. Please note that there are additional fees for taking part in Open Studios or the online shop.

Joining SAOS costs £60 per artist per year. Artists can join at any time during the year but will be asked to renew their membership in November, unless they have joined after August 1st in which case they will not be asked to renew until November of the following year. (ie. If an artist joins in August 2019 they will not be asked to renew until November 2020, however if an artist joins in May 2019 they will be asked to renew in November 2019)

Registering for Membership is simple!

Go online to www.surreyopenstudios.org.uk and click on Membership then join SAOS make sure you have read through this booklet.

When you log in for the first time a SAOS Membership Number will be created automatically for you to use as a username to log in with in future.

Create your own password (we recommend keeping this simple and making a note of it) Click on the link for online payment to pay your £60 with either a Debit or Credit card. Once you have registered and paid for your membership you will receive a confirmation email. Please keep this safe. You will start receiving the newsletter, which is sent at the beginning of each month. This newsletter contains all the information you will need to get the most out of your membership.

If for any reason you do not receive the newsletter then please get in touch.

Making up your web page to publish on Find A Surrey Artist:

Enter all your contact/studio details and complete your artist's statement, (up to 100 words)
Upload your images (up to 12), along with details for each image (title, dimensions in centimetres and medium)

List up to 3 events in your Calendar of Events

Remember you can add new events, new images; add image details, change the sequence of your images at any time: your member number and password gives you access to your webpage at your leisure. Make sure you have published your webpage, otherwise it will not appear on Find A Surrey Artist.

As a member of SAOS your web page will remain active and accessible until the renewal month of November. You will be able to update your own calendar of events, which may include private views, exhibitions, workshops or any other events that you wish to promote.

You may decide that you also wish to participate in the highly respected Surrey Artists' Open Studios events. The summer event runs from 5-20 June 2021.

Terms and Conditions

On paying SAOS membership artists agree to our terms and conditions outlined here:

Your SAOS membership is only valid after you have paid your relevant fee.

SAOS members who do not renew within the allocated time will have their details deleted from the database as we will assume you no longer wish to be a member.

- Artists are responsible for providing accurate contact information.
- Artists are responsible for providing an up to date email address and notifying Surrey Arts of any change
- Artists are responsible for preparing and uploading their studio information and images for their web page.
- Artists are responsible for updating their information, images and calendar events
- Artists accept that no refunds will be given after 14 days of paying for membership.

Frequently Asked Questions

For the annual SAOS membership, do groups register as individuals or as a group?

All artists must register for SAOS as individuals. If an artist wishes to also register for Open Studios they may do this as part of a group but for each group, every participating artist must be a member of SAOS.

I want to register for SAOS membership and Open Studios but I do not have a computer

It's very important to have access to an iPad or laptop in order to take part in SAOS
You could also ask a family member to help.

Do I need an email address to register for SAOS?

YES, as all correspondence will be via email, so make sure you keep your email address up to date.

Can I register for SAOS at any time?

YES, any artist can register for SAOS at any time throughout the year. The SAOS membership is automatically renewed after one calendar year, you can cancel this subscription at any time.

If an artist wishes to participate in the Open Studios event, they must first have signed up as a member of SAOS, and then complete their Surrey Artists' Open Studios registration.

I wish to register for SAOS and Open Studios but I am a part of a large group

Any artist can sign up as a SAOS member regardless of whether they are linked to a group or not. Remember if your group wants to participate in Open Studios, all of the artists in the group must be paid up members of SAOS.

We co-ordinate a large group of artists for Open Studios, but many of our members do not want to register and pay for SAOS membership: does it matter if only a few of us register? Can we still take part in Open Studios?

YES, the group can still participate, but only those of your group that are SAOS members will be able to display work at your Open Studios event. If all of you do not opt for SAOS membership but you still wish to do Open Studios then the alternative is for your group to take out an advert in the Surrey Artists' Open Studios brochure. The options would be half or whole page adverts of your own design.

If our group opts for advertising in the Open Studios brochure instead of signing up as a group then do we still get website presence?

Your group will only be represented by a listing on the website. Only artists (whether in a group or not) who are signed up as SAOS members will have a webpage.

I have no idea how to email an image or what a jpg is, where can I find help?

Please go to Appendix 1 of this booklet for tips on preparing images and how to send them.

We are a group that supports vulnerable adults and adults with learning disabilities, how do we join SAOS and Open Studios?

Yes you can join as a member and then register your group. There are reduced rates for these groups.

I have paid for my membership but my status says pending payment

Once you have paid online, you will receive a receipt and confirmation of payment, please check your junk mail/spam folders and mark as safe emails from info@surreyopenstudios.org.uk



Moroccan Desert - Andrew Curtis

Our Refund Policy

There is a 14-day limit for a refund of both SAOS membership and Open Studios fees.

Within this 14-day deadline, if you pay for SAOS membership and decide to withdraw your membership, you will be entitled to a refund of 75% of your membership fee. The timeline will be taken from the day you have purchased your SAOS membership, not the day you request a refund.

If you pay for Open Studios registration and decide to withdraw your application, you are entitled to a refund of 75% of your Open Studios fee within this 14-day deadline. The timeline will be taken from the day you have purchased your Open Studios fee, not the day you request a refund.

Surrey Artists' Open Studios

Registering for Surrey Artists' Open Studios 2021

Participation is only open to artists who have become fully paid-up members of SAOS. For artists showing as members of a group, each group member will need to have become a member of SAOS.

Deadline 22 January 2021

ABSOLUTELY NO late entries will be accepted, so please don't ask! We allow a full month for registration, as there is a lot of information to prepare, as well as images to upload for the brochure, so please make sure that this is all completed by 22 January 2021. It is a good idea to start the process early! Delays in us getting the information mean delays in getting the brochure to print which has a knock on effect for your marketing campaign.

Once you have completed your registration please recognise that you will have made an absolute and irreversible commitment to opening your studio to the public on your chosen dates.

Cost:

Participation fees per studio:

SAOS 2021

Individual £90

Individual enhanced entry (1/4 page plus one image) £140

Duo £180

Duo enhanced entry (half page with two images) £240

Small groups 3-4 £240

Small group enhanced (half page with 3+ images) £300

Large group 5+ £340

Large group enhanced (whole page 5+ images) £500

Disability Groups £130

Pricing Structure:

This is determined by the way we represent artists in the brochure.

An individual artist will have one eighth of a page, two sharing will have one quarter.

Artists in either small or large groups will share an insertion, small groups and disability groups have a quarter page and large groups have a half page. Artists will have an image each but share studio description and contact details.

(If you have 4 artists in your group you may wish to opt to pay for a large group in order to have more space for images.)

For groups and duos, one member needs to be assigned as the main point of contact and they need to add the other members in a single registration.

How to register:

Go online to <https://surreyopenstudios.org.uk> and click on Artist login,
Once you have logged in with your number and password, please follow the instructions on your membership page to apply

As a SAOS member all of your contact details will be already saved, but all the information you give here will be printed in the Surrey Artists' Open Studios brochure and the website pages for Surrey Artists' Open Studios

Your Online Application:

Before you apply, please have ready: your Username & Password (this will be from registering your SAOS membership) and a Debit or Credit card, to pay your participation fee, following the online link.

Details of the days your studio will be open. Opening times are standardised at 11am – 5pm, with the option of Thursday evenings from 6 – 8.30pm. Only in very exceptional circumstances can any variation be granted to these rules and this must be agreed beforehand, with the SAOS Coordinator. You can opt for whichever days you would like, but you should open for a minimum of four sessions.

Studio Information - You will need to supply:

- Directions to your studio (up to 25 words), please write these as clearly as you can, it is very frustrating for visitors if they can't find you. It is a good idea to test them out on someone too!
- The services you provide (work for sale, price range of work, commissions taken).
- Can your studio accommodate a group visit? If yes, maximum number of people?
- Can you open your studio throughout the year by appointment?
- Studio accessibility and suitability for disabled visitors & guide dogs
- Studio proximity to a bus route and bus route number
- Recommendations for any local eateries and proximity to your studio.
- Groups will need to provide a Studio Statement of up to 20 words

Provide one selected image to be published in the brochure, which should be a current piece of work that visitors can expect to view when they visit. Have the details of the work (title, dimensions in cms and medium), save as a jpeg, no larger than 2MB . Please label the file with the name of the artwork.

Provide details of any workshop(s) that you would like to offer in June. (Please go to page 14 for information on hosting a workshop)

Sharing a studio with a fellow artist can provide more flexibility and an added feeling of security, and provides an added incentive to visitors. If you don't already know anyone in your area interested in sharing with you, try contacting your area coordinator or the SAOS Coordinator. Likewise, if you are able to provide a space to share a studio, let us know

Participating as a Group

Select one member from your studio to act as the main contact for the group

- Prepare directions to your studio (up to 25 words), please write these as clearly as you can, it is very frustrating for visitors if they can't find you. It is a good idea to test them out on someone too!
- Each artist at the studio must select and submit one image of their work: make sure all image details are collected (title, size and medium). You may decide, if you are a large group, to select just one or two images that represent the group. This may have more impact in the brochure than a lot of small images.
- Decide which days to open
- Decide on your group price range, e.g. £5 – 1,000

Group members can enter their own details, on an individual basis, once the lead contact has registered the studio, this is a good way to ensure that all details are correct.

What we expect from our participating artists:

- The studio must be located within, or close to, the administrative boundaries of the county of Surrey
- All participating artists must be aged 18 years or over
- All studios must be open for a minimum of four sessions (this can include the Thursday evenings)
- The studio must be open for the hours advertised and one or more of the participating artists should always be present
- Artists are encouraged to promote their own studios: the more you put into this event, the more you will get out of it
- Artists are expected to distribute copies of the brochure to their local shops and public venues.
- Artists are expected to read and agree to our terms and conditions

Please note that 'piggy-backing' will not be permitted. Only artists who are members of SAOS may take part in Surrey Artists' Open Studios, and only artists who have registered to take part are permitted to have their work on show at the Open Studio. This is only fair to those artists who are paying and taking part in good faith. Surrey Arts staff will be visiting as many studios as we can during the opening period, and if work of unregistered artists is found on display then participation from artists at the studio concerned will not be accepted in future years. Please note that large groups with non SAOS members can submit an advertisement in the brochure.

In the case of a last-minute serious emergency arising which will prevent an artist from opening their studio on an advertised date, the SAOS Programme Manager must be informed immediately on info@surreyopenstudios.org.uk. They will arrange for website details to be updated as soon as possible. You will also need to make sure that a notice is clearly displayed on the outside door of your studio.



Jake Mee in his glass studio

Open Studios Terms and Conditions

Artists accept that only paid SAOS members can participate in the Open Studios event.

Artists are responsible for providing accurate contact information.

Artists are responsible for providing an up to date email address and notifying Surrey Arts of any changes to this.

Artists accept that no refunds will be given after 14 days of paying for their Open Studios registration. Artists accept they are required to proof read their brochure insertions and notify Surrey Arts within required deadlines of any errors or necessary amendments.

Artists accept they are required to submit an image that will be current and on display when they open their studio.

Artists accept they are required to distribute all of their marketing material to local shops and venues in their area.

Artists accept they are required to open their studio on the dates they have selected.

Artists accept they are required to display clear studio signage to the public.

Artists accept they are required to make their studio area safe and respectable ready for the public. Artists accept they are required to showcase to the public an element of their working practice, this can be through a working studio or if an artist has hired a venue, then work in progress and/demonstrations should be presented.

Artists accept they are required to promote their own studio through their own contacts and networks and not to rely entirely on Open Studios marketing.

Artists who are sharing a studio, whether as a pair or a group, are responsible for preparing their studio information and images for their web page.

Artists accept they are required to display notices given to them, (e.g. the disclaimer, prize draw poster etc).

Where artists are sharing a studio, there must be one artist managing the studio at any one time when it is open to the public.

Once you have registered to take part in Surrey Artists' Open Studios you are encouraged to get actively involved.

Artist Participation

Surrey Arts employs a part time Programme Manager to manage SAOS and Surrey Artists' Open Studios, so the Open Studios event relies on artists taking ownership of this event and volunteering their time to distribute marketing material and help promote the event in their local area. The event as a whole is promoted by SAOS, but each studio will be responsible for promoting their own event!

If you would like to get more involved please look at the list of the volunteer roles on page 16. A few of our artists have volunteered their time to act as an Area Coordinator. Please contact your local coordinator and make yourself known to them. The contact list is on page 21.

Marketing Surrey Artists' Open Studios

The Brochure

All artists who register to take part in the Surrey Artists' Open Studios event will appear in the printed colour brochure, of which 25,000 copies will be produced and distributed throughout the county.

Artists will be grouped according to area, and there will be five of these:

North	(Runnymede, Spelthorne, Elmbridge, Surrey Heath, Woking)
South	(Waverley)
East	(Epsom & Ewell, Reigate & Banstead, Tandridge)
West	(Guildford)
Central	(Mole Valley)

If you are in a studio on the border, please select the Area nearest to your studio.

Distribution

All participating studios are required to collect their marketing material from their area coordinator (or distribution point if different from area coordinator) at the beginning of May. Please make sure you contact your area coordinator first to arrange a suitable collection time and day.

Distribution of our marketing materials is the key to making this event work. You will receive brochures, posters and fliers: please distribute these to suitable venues such as local businesses & public venues including framers, galleries, theatres, hairdressers, art shops, hotels, and bookshops. (Note: always ask the manager for permission first). We will also provide a short document that will give you tips on making the most of all of the marketing material that SAOS provides.

Surrey Arts distributes the brochures to the Surrey libraries, it will be up to participating artists to distribute the remaining brochures.

You will be asked by your area coordinator to distribute your marketing material to specific venues, this is to prevent artists going to the same venue and overburdening them with brochures. This method of distribution has been proven to be the most effective. Surrey Arts has a database of galleries and arts organisations available, which will be given to the area coordinators. This database is not comprehensive and we are sure there are many other shops and local businesses in your areas that may be willing to distribute the Open Studios' marketing material.

If you would like more brochures, first contact your distribution point: if local supplies have been exhausted then contact the SAOS Programme Manager to arrange for more to be delivered.

Farmers Markets are an ideal opportunity to distribute brochures directly to the public. We need to seek permission from the organisers for our volunteers to hand out brochures. The markets we generally attend are: Farnham, Guildford, and the Reigate & Dorking Friday market.

Banners

We have a number of banners, which are used to promote the Open Studios event at suitable locations where there is a lot of footfall or passing traffic. Most of our banners have been allocated to regular sites.

Please note that banners require permission to display them and sometimes there is a cost attached to this: if your proposed site is on a public site (highway) then this requires permission from Surrey County Council Highways (Surrey Arts cannot sort this out for you). To find out more about banner sites on highways and the permission required please visit www.surrey.gov.uk, follow the links: Roads and Transport, then Road Permits and Licences. The alternative is displaying on private property, though, of course, permission from the property owner must be sought first.

Your commitment: if you request a banner we require that you complete a Banner Agreement Form. We expect our artists to be responsible for the banner/s they borrow and to collect and return to Surrey Arts as they are expensive to replace.

The banner sizes available are 10ftx2ft or 15ftx3ft. Many past participants already have a banner: please contact the SAOS Coordinator for replacement banner numbers so that you can update the dates to 5-20 June 2021.

Press

From the budget available Surrey Arts pays for listings in galleries and crafts magazines and aims to achieve free articles and listings national and local newsletters & magazines

However, all of our artists are strongly encouraged to write to their local papers and parish magazines to give a personal news story. All press coverage helps spread the word and it is up to participating artists to maximise publicity within their own areas.

There is a Press Release template available to download from the members' page online at www.surreyopenstudios.org.uk.

Audience Incentives for Surrey Artists' Open Studios

We have a loyalty card included in the brochure which encourages visitors to collect a signature from each studio they visit. When a visitor has collected signatures from at least 4 different studios they can then enter our free Prize Draw and also vote for their favourite artist in the Baines Surrey Artist of the Year competition. These loyalty cards also help Surrey Arts build up their mailing list and encourage visitor feedback.

Prize draw

The winner receives £150 to spend with one of the participating Open Studios.

Surrey Artist of the Year

2019 winner was Pippa Ward, who was awarded a £1000 to help her develop a solo exhibition at the New Ashgate Gallery in 2020/2021. (Please note in 2020 SAOY did not run).

Please remember to promote these incentives: every artist stands to benefit from increased visitor numbers and one lucky artist will be the choice of the Prize Draw winner's spending power.

Your Open Studio

Points to remember:

When planning how you will exhibit your work, please bear in mind that visitors will:

- Wish to see a variety of work, so display work-in-progress as well as the finished article;
- Enjoy chatting with the artist about their work and, although some may wish to purchase art work, many will simply be coming to view and/or to meet the artist. They may make a purchase on another occasion or when they have had time to think
- Expect to see work presented to a high standard. This improves the credibility of your work and may encourage sales. It is advisable wherever possible to have some inexpensive articles for sale, such as greetings cards of your work.
- Need to see clearly priced work. Please note that if you are showing work at another studio or in a Surrey gallery your prices should be consistent.
- Want to hear about the Free Prize Draw, this can be a good way to break the ice when welcoming visitors to your studio.

Do talk to other artists in your area – initially at the Network Evenings and thereafter at local area meetings – to share tips and experiences of how to make Open Studios an enjoyable experience for both yourself and your visitors. Nothing can compare to speaking directly with those who have already taken part in the event. Get in contact with your local area coordinator: contact details on page 20.

Workshops:

Workshops can provide another source of income and can make a great day out for members of the public, some of whom may be encouraged to buy your artwork to remember their experience. Unless you already have an extensive mailing list, advertising workshops can be hard work, and relying on just the Open Studios brochure or website may not be enough. Setting your workshop dates towards the end of the Open Studios event, or even afterwards, will allow you time to encourage your visitors to come back.

As an added incentive, why not give your visitors the opportunity to “have a go” with a short taster workshop, lasting 20 minutes or so: this may entice them to sign up for a longer workshop or course!

Artists offering workshops are required to have their own Public Liability Insurance, this can be taken out through a-n www.a-n.co.uk or Hiscox insurance, many other providers are available.

NOTE: if you are offering workshops for young people aged 16 years or under you are required by law to have a current DBS (Disclosure and Barring Service). This can be obtained through your local authority but there is a fee. The DBS lasts 3 years before renewal, so if you are planning to continue offering workshops for young people then it is worth the investment.

Evaluation:

We ask all our Open Studios artists to complete a short evaluation form each year. This evaluation takes place in July, with an evaluation meeting for area coordinators.

We use the information collected to assess the effectiveness of the project and membership scheme, look for ways of improving the scheme and look at market trends to assess how the

market affects the project and scheme. The results of the evaluation are shared with the membership and used to help us develop the scheme.

Artist's Responsibilities:

Each artist that registers to be a SAOS member must commit to completing the short online evaluation form and, if participating in Open Studios, to keep an accurate record of visitors, sales achieved and any other data we need to gather. This commitment to record and submit data is an absolute requirement of participation in the event.

As soon as the Summer Open Studios event has finished, you will be prompted to go online to www.surreyopenstudios.org.uk, log in through the members' page and fill in your comments (and also figures if you are an Open Studios participant) on the evaluation form.

Artists are reassured that no information submitted will be passed on to other organisations in any way that may be traced back to individual artists or studios. We have no communication with the Inland Revenue. The information needs to be detailed so that we can see how the figures relate to artists in particular areas, solo studios as against group studios, weekdays as against weekends, and so on. For our evaluation to be accurate and worthwhile we MUST have this information from each SAOS member.

Evaluation figures must be supplied by 29 June 2020.

Surrey Artists' Open Studios Bursary Scheme

SAOS and Surrey Artists' Open Studios aims to be as inclusive as possible to all artists and makers based in Surrey and on its borders. SAOS offers a few bursaries each year to artists and makers joining SAOS for the first time to provide an affordable platform for emerging or non commercial artists and makers.

Three bursaries are offered each year. Any emerging artist or maker who lives or works in Surrey or on its borders can apply.

Our offer for 2021:

Free individual entry to the Surrey Artists' Open Studios Summer event 2021 worth £90. Free entry to one of our training courses for 2019: worth at least £25

Criteria: selected artists or makers must be members of the SAOS scheme, annual membership cost £60.

Submission & information: please email the SAOS Programme Manager with a brief statement describing your work and what the bursary would mean to you. Please also send two images of your work: info@surreyopenstudios.org.uk

Volunteering for SAOS

Teamwork is the key to making this event so successful.

There are opportunities for artist volunteers and work placement students to assist with general administration and organisation.

Volunteer roles:

Area Coordinator role:

Each of the SAOS areas has one or two coordinators who take responsibility for:

- Acting as a contact point for artists in their area
- Attending SAOS area coordinator meetings (two per year)
- Hosting a meeting for SAOS artists in their area, to discuss marketing distribution and publicity
- Discussing area maps; grouping studios that are close together geographically, or creating trails to encourage visitors to visit more studios in your area
- Discussing press in the local area – there may be local parish newsletters or newspapers to target; share the load on writing a press release; perhaps for several studios

Distribution Point:

Some artists take on the role of coordinating the distribution of publicity material for artists in their area. As a distribution point you are expected to:

- collect the marketing materials for all artists in your area, from Surrey Arts in Guildford.
- accept the brochures for all artists in your area, which will be delivered to your door. Distribution points will be given an instruction guide and database of what they should be expected to

distribute and who will be collecting from them.

Participating artists will be expected to collect their own publicity marketing materials from their local distribution point, by prior arrangement

Participating artists are expected to distribute brochures, fliers & posters to their local shops and public areas.

Participating artists are expected to coordinate the distribution amongst themselves.

A distribution list of venues will be available online on the members page (this will not be a comprehensive list, local knowledge will be required.)

Proof Reading: To help Surrey Arts with a final proofread of the brochure before print. This takes place after all studios have read through the brochure insertions.

Publicity sorting: To help Surrey Arts to sort all of the publicity material (postcards, posters, balloons, flags, notices, fliers) into areas for distribution.

Marketing Assistant: This opportunity is available from December through to the following May. The role is flexible in duration and start date. The role includes helping with design and publicity; helping manage new initiatives; researching and collecting & updating data for distribution outlets and potential advertisers; help with preparing artist publicity materials; help with mail-outs to our databases and artists throughout the year.

Any queries please do not hesitate to contact SAOS
info@surreyopenstudios.org.uk

Advertising within the Surrey Artists' Open Studios brochure

Advertising is available in our Surrey Artists' Open studios brochure in three formats: Whole, half and quarter pages

The 2021 brochure is divided into 5 area sections, which are allocated as follows: (each area includes the relevant County borders and studios within these borders)

North	(Runnymede, Spelthorne, Elmbridge, Surrey Heath, Woking)
South	(Waverley)
East	(Epsom & Ewell, Reigate & Banstead, Tandridge)
West	(Guildford)
Central	(Mole Valley)

There will be advertising spaces available in each of these areas; however, there are limited spaces available, so do book early to ensure that your advert is placed in the area most relevant to you.

Members are offered reduced rates if booking advert space.

Booking your advert space is easy, please visit <https://surreyopenstudios.org.uk> and click on the home page link to adverts. There is a simple online booking form and we now take payments online through our secure online payment system.

Each advert placed in the Surrey Artists Open Studios brochure will be represented as a listing on the Open Studios website for one year.

Final deadline for advert bookings will need to be completed with payment, by 1 March 2020.

Please note: placing an advertisement in the brochure may be a more desirable option for large groups that are just showcasing an exhibition during the dates of Open Studios or for groups with non members who want to exhibit.

Artwork required by early Feb 2021

high resolution jpeg or PDF files, details online at www.surreyopenstudios.org.uk

Preparation of adverts

If you book an advert for the brochure please make sure the designer has received the advert artwork as a jpeg file 300dpi resolution (maximum size 2.5mb). Send to: info@surreyopenstudios.org.uk

Advertising online only

You also have the option of placing an online listing only, which can be just text or text plus image Full details, booking form and payment details are online at www.surreyopenstudios.org.uk.

This listing will be on the SAOS and Open Studios website for one year. Renewal for listings is April each year.

Appendix 1: Tips on preparing images for SAOS and Open Studios

We require all images to be saved in Jpeg format.

Jpeg compresses image files, so it is advisable to have your original image saved on your computer as a Photoshop PSD or Tiff file. Please save and name your images appropriately e.g. Blue Land-landscape, oil, by Jane Smith 30x50cm.

Please do not send unnamed images, or images labelled IMG-1234 as we have to deal with thousands of images!

How to select or take good images for your web page and the Open Studios event

General Tips for photographing your work:

The optimum angle for a light source on your piece of work is 30 degrees, depending on the texture of the piece

Use a tripod to support your camera so as to prevent blurring

Paintings, prints and wall based hangings (2d work): where possible photograph the work outside against a plain background (black, white or neutral), avoid shadows and direct sunlight.

3D work: where possible photograph against a plain background, but not a similar colour/tone to the work, use a curved piece of paper to avoid a horizon line.

Small works such as jewellery: use the smallest aperture and bring your camera lens in close to the work, do not use the zoom as this can distort the final image.

Please remember your images are to promote your work. Poor images do not entice audiences. Things to avoid: flash reflection (take work out of the frame to photograph); distracting back-grounds (crop images appropriately and where possible photograph against a plain background to show off the work); blurring; dark shadows (make sure the brightness and contrast levels are accurate to your work).

Preparing images to upload for SAOS membership:

Once you have taken your images, you now need to make sure they are the correct size to be able to upload to the SAOS website.

Preparing images for your website page:

The maximum file size is 900KB (which is less than 1MB), smaller files will be easier to upload.

When resizing images aim for minimum dimensions of 360 pixels (px) wide or 540px high.

Some-where just bigger than this is ideal. The resolution (eg 72 or 300) is not important. If you have any issues with re-sizing or you are not sure how to resize your images, please email us.

Preparing images for Open Studios:

We ask each participating Open Studios artist to submit an image as part of their online registration. We ask that the image submitted is no larger than 2MB. Our printers require a high resolution file so that your image is crystal clear when printed in the brochure.

If you need help editing, re-sizing or preparing images (this does not include scanning) please email Richard Wells (a small fee may be charged for this service)

One tip to remember: images on a computer screen are backlit by the screen, so when they are printed they are less saturated.

If you are interested in attending a course on photographing your work, register your interest by emailing info@surreyopenstudios.org.uk

Appendix 2: Presentation of your studio

The most important thing to understand, when taking part in Surrey Artists' Open Studios, is that each and every artist is an ambassador for the event. We rely on all of our artists to be open when advertised in the brochure, to be friendly and welcoming, to have their artwork well presented, clearly labelled and for their studio to be inviting to the public: we all need to work as a team.

Tips:

- Have clear road signs – vital to steer people to your front door!!
- Have a sign/poster on your studio/front door to advertise your open times. Print off the blank poster from online at www.surreyopenstudios.org.uk and click on Members, personalise this poster with your opening days and times.
- Send out your own invitations – use the postcards you will receive, to mail out to your friends, family and neighbours, or email invites using the PDF file of the postcard available to download from the members page.
- Host a private view - this could take place on your first day, or the Thursday evening? Friends, neighbours and family will all love to support you, so make them feel welcome and invite them to a special event. But keep it simple, e.g. sandwiches, cakes and juice (low cost but effective!!)
- Don't just assume people will turn up - create your own press release, keep it interesting, focus on a particular story, contact your local press office: if you are not sure whom to contact, ask your local area coordinator or Jane.
- Have a good variety of work - e.g. samples, work in progress, unframed work, and framed pieces, greeting cards, postcards, limited edition prints. All can generate income and interest. Presenting your work well can make all the difference to people's perception of the quality of your work.
- Keep a Visitors Book - encourage people to leave comments and addresses especially email addresses. This will build up your mailing list.
- Make your studio welcoming and interesting. Why not have a bowl of mints or sweets beside your Visitors' Book: this makes people feel welcome and encourages them to sign! Have old portfolios, sketchbooks, a folder of images of past work, anything that visitors may find interesting and will keep them browsing, and therefore lead to conversations and hopefully sales!
- Sales – If a visitor wishes to purchase but has only a card with them and you do not have a credit card machine, then ask for a cash deposit, even as small as £10. This can ensure the visitor returns to pay the balance and collect the artwork. If someone pays by cheque, take his or her address, card details and a telephone contact number.
- Create and present a local area map – Find out which studios are open near you, liaise and coordinate a simple map, print and display at each of the studios near you. This helps to encourage visitors to continue their journey on to other studios. Remember to display open days and time of their studios, just in case you are open on different days.



Rockpool by Helen Locke

Contacts:

SAOS
Programme
Manager:

Caitlin Heffernan

Surrey Arts, 14 The Pines, Broad Street, Guildford, Surrey, GU3
3BH

Email: info@surreyopenstudios.org.uk

Area Coordinators:

Please note the coordinators may change members will be updated via email nearer to the time for information on collecting their brochures.

NORTH:

Caroline Rutter
Kaimosi
Pyle Hill
Sutton Green
Woking
Surrey
GU22 0SR
Email: c.rutter@tiscali.co.uk
Mobile: 07884 341858
01483 808312

EAST:

East
Kathy Adams

CENTRAL:

Diana Croft: (Coordinator but not the pick up point)

T: 01306 252561

E: dianacroft@yahoo.co.uk

Paul Wilcocks: Bell House, Ockley Road, Beare Green, Nr Dorking, Surrey, RH5 4PU

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