

HENLEY ARTS TRAIL 29/30/31 May 2010: APPLICATION FORM

Please fill in this form on your computer: you can send it as an email attachment or print a copy and send it by post.

Name and contact details of artist leading the venue

Name	
Home address (including postcode)	
Phone number	
Email	
Website	
<ul style="list-style-type: none"> • We'll normally contact you by email. Please let us know if there's a problem with this. • Personal address details will be kept confidential unless they are also venue details. 	
Name of member of HACG at your venue	
<ul style="list-style-type: none"> • Note: At least one artist at your venue needs to be a member of Henley Art & Crafts Guild to join the Henley Arts Trail. To apply to become a member of HACG, please contact the membership secretary: Anne Cheadle, 4 Hagbourne Close, Woodcote RG8 0RZ Tel: 01491 682771 	

Venue size and application fee

Number of artists	1 or 2	3 to 6	7 to 19	20 or more	<i>The amount you'll pay depends on the number of artists sharing your venue. Please apply for the maximum number of artists you plan to include, and write YES in the appropriate boxes.</i>
Fee per venue	£50	£100	£150	£200	

Images to represent your venue in the HAT leaflet

- Choose one high quality digital image (jpg) to represent your venue (Note: if you can't choose work that will be available at the venue, use something representative of what will be there).
- You can send images via email or on a CD in the post – see joining instructions later.

Venue details to be published in the HAT leaflet

Venue image <i>the name of your digital image (see above)</i>	
Venue name <i>eg The Bix Six, or Terri Jones</i>	
Media/disciplines at the venue <i>eg painting, sculpture, ceramics, textiles...</i>	
Address of venue (including postcode)	
Brief directions <i>how to find the venue, coming from Henley (use A or B road numbers when possible)</i>	

Continued overleaf...

Phone number <i>if possible, a number that visitors can call if they can't find your venue on the day</i>	
Website <i>if possible, the main website where details of the artist(s) at the venue can be found. We will link it to the HAT website.</i>	
Brief description/statement (approx 20 words) <i>This can be a list of artists appearing at the venue, a description of work, or a statement about method, motivation etc.</i>	
Opening times at venue <i>Please write in times your venue will be open to the public during HAT 2010. If you're open for longer, you can give additional dates and times.</i>	HAT days: Saturday 29 May Sunday 30 May Monday 31 May hours open:
Activities/facilities at venue <i>Please indicate which of these things will feature at your venue</i>	Demonstration/Work in progress YES / NO Workshops for visitors YES / NO Refreshments YES / NO Toilet for visitors use YES / NO Wheelchair access YES / NO Steps to climb at entrance YES / NO
Other artists to join your venue Would you like to share your venue with one or more other artists? YES / NO Are you happy for the HAT organisers to send your details to other artists? YES / NO	

Joining instructions

Your check list – please write YES in the appropriate boxes:

1. Completed application form	sent as email attachment	sent by post
2. Image for venue	sent as email attachment	on a CD sent by post
3. Payment organised	paid electronically into the Henley Art & Crafts Guild account, giving your venue name as reference: sort code: 09-06-66 account no: 42879153	payment cheque sent by post; cheques to be made out to: Henley Art & Crafts Guild
Send applications to: Judith Fletcher	Email address: judith@the-fletchers.org	Postal address: Pheasants, Ferry Lane, Mill End, Henley-on-Thames RG9 3BL

THE DEADLINE FOR APPLICATIONS IS 15 DECEMBER 2009

- Places are allocated on a first come first served basis, with priority given to previous HAT participants. We will contact you as soon as we can to confirm whether you have a place.
- Please read the Terms and Conditions sheet for further information.

Statement:

Here is my completed application form. Payment is organised as shown above. I confirm that I have read the terms and conditions and accept them.

Signed

Date

HENLEY ARTS TRAIL

A Trail of Artists' Open
Studios & Exhibitions in The Henley Area
www.henleyartstrail.com

HENLEY ARTS TRAIL TERMS & CONDITIONS OF ENTRY 2010

Aims of the Henley Arts Trail

Our aims are to raise the profile of the visual arts in the Henley area, encourage and bring together local artists and craftspeople, and provide an informative and fun experience to a wide audience... and to sell our artworks to appreciative buyers...

How We Are Organising Things in 2010

- We will include 20 venues. Variety attracts visitors, and the Trail can involve individual artists holding open studio events at home as well as informal groups or art societies exhibiting in village halls, galleries etc.
- The HAT committee can put artists who want to share a venue in touch with each other, but cannot organise the groupings or arrangements for shared venues.
- The HAT committee will organize national press coverage and advertising for the whole Trail.
- We will produce a leaflet to advertise the event (approx. 30,000 copies) with information about each venue and a map showing the locations. 14,000 leaflets will be distributed through the Henley Standard a week before the event. We will also produce a poster which will be emailed to venue leaders.
- The fees artists pay are the Trail's main source of income. We will also get a small grant from the Henley Town Council, support from the Henley Art & Crafts Guild and some sponsorship from local organisations and businesses.

What Venues and Artists Are Expected To Do As Part of the Trail

- Each venue to provide a "venue leader" who will manage contacts and arrangements between the Trail committee and the venue. The primary contact with the venue leader will be by email.
- Venues to be open 29, 30, 31st May over the Bank Holiday weekend; core opening hours are usually 10.00-17.00, but times can vary to suit the artists.
- Venue leaders to organise public liability insurance for their venue's event. This may already be included in existing insurance policies, or it can be bought from the SAA or Artists Newsletter online.
- Venues can include garden visits or refreshments. Some artists demonstrate and discuss their work, while others let visitors 'have a go' with art materials themselves. Some let their art do the talking. It's up to you.
- All artists to distribute leaflets and posters to publicise the event. You can send them to friends and contacts, and also put them in libraries, information centres, schools, gyms, shops, cafes, hairdressers etc.
- All artists to help the Trail HAT committee find sponsors from local businesses – this will be discussed at the meeting with venue leaders.
- Artists to seek publicity for themselves and the Trail with relevant local press and websites – we will give venue leaders a Press Release to use as a starting point and guidance on how to gain press coverage. Venue leaders may wish to get together to organise coverage for groups of venues with local press.
- Come to HAT meetings - in the leadup to the event the HAT committee will hold get-togethers for venue leaders and participating artists so we can get to know each other, review our progress, and discuss options.

Guidelines for Shared Venues

- Artists who share a venue are expected to share payment and costs of the venue, as well as share responsibility for stewarding during the show. There are no charges for commissions.
- For shared venues we will use one image to represent the venue in the HAT leaflet (the reason is that split/multiple images are too small in print). Venue leaders to send us one selected image.
- Venues that are a formal gallery and that have contracts with the artists who exhibit with them will come to their own arrangements about commissions and costs and which image represents the gallery.