



The Art Tour FAQ's 2010

Q What is the Art Tour?

A The Art Tour is Network's flagship event, taking place in a huge variety of locations across Northumberland in the form of open studios, exhibitions and workshops. A brochure is produced containing a map of the venues. These are mailed to about 5,000 addresses and distributed around the region by the artists. 12 – 15,000 visitors have been recorded exploring the artists workplaces and the fabulous Northumberland countryside. This is an opportunity for the public to enter the creative world of the artist, discuss the processes and maybe buy or commission artwork.

Q What is the Christmas Art Tour?

A A smaller event usually takes place in November for Christmas. A festive open studio event with an alternative shopping feel.

Q Who organises the Art Tour?

A The Art Tour is an exciting artist led event. It is organised by volunteers from Network Artists Ltd known as Network Artists in Northumberland along with a paid administrator.

Q How many artists take part in the Art Tour?

A Usually over 70 artists take part in about 50 locations across Northumberland.

Q When does the Art Tour take place?

A It takes place on weekend dates in June.

Q Can I take part in the Art Tour?

A If you are a paid up member of Network Artists in Northumberland you are eligible. Only individual artists can take part. Groups or commercial premises are not normally allowed except in special circumstances. Sometimes studios close to the border of Northumberland are accepted at the discretion of the Art Tour Steering Group.

Q Will I have to be there all the time?

A Yes, artists taking part have a contract with Network to be present and available to meet visitors on all the advertised open days at the times stated.

Q Do I need to be insured?

A Any property which is open to the public must be covered by Public Liability Insurance. You must check with the insurer of the property that this is the case or take out some special cover just for the days that you are open.

Q Do I need any experience?

A No, but all new participants MUST attend one of the Art Tour specific training days held in May. These will cover all issues arising when opening your studio to the public and are always fun and informative.

Q What if my studio is too small or I don't have one?

A You can show your work at another venue such as another artist's studio as a guest (contact admin@networkartists.org.uk for more information), at a local hall, tea room etc. but you must be present at the times stated on the dates given because the Art Tour is based upon the assumption that the visitors can meet the artists.

Q I want to take part at a venue which charges an entry fee. Is that OK?

A Unfortunately, because The Art Tour is promoted as a free event this situation would not be acceptable. Artists can charge for workshops etc. but entry to the studio/venue must be free.

Q Can I host other artists at my studio?

A Yes but other visual artists showing work at your studio must be members of Network and pay for their own entry in the brochure.

Q Can I host mixed arts events?

A Network encourages venues to host mixed arts events such as poetry, music etc. These can feature in the brochure as a second or third entry at a reduced cost.

Q Can I hold workshops or talks during the Art Tour?

A Network encourages venues to hold workshops which may have an entry fee if necessary. These can feature in the brochure as a second or third entry at a reduced cost.

Q Can I take part with an exhibition at a gallery?

A This is acceptable but the artist/s in the Brochure entry must be present at the times stated on the dates given. Where there are other arts or crafts on show we ask you to let the Gallery know that they will be expected to take out an advert in the Art Tour Brochure. The advert should make it clear to the visitors what else will be available at the venue.

Q What are the conditions for taking part?

A As well as being present at the venue for the times and dates advertised, artists must also agree to count the visitors as they arrive, submit a record of sales made during the event and ask visitors to fill in a questionnaire. All these things can be used for the evaluation report which helps Network to obtain grants to subsidise the event. People taking part for the first time must attend training sessions (all are welcome). EACH ARTIST MUST MAKE SURE THAT THEY THEMSELVES OR A REPRESENTATIVE ATTEND THE DISTRIBUTION DAY to help with the mail out of brochures and to collect their brochures and posters etc. and distribute them to the list of places they have been given.

Q How much does it cost to take part?

A The fee for a brochure entry is £155 for 2010. This is subsidised by grants and sponsorship. Second or third entries for mixed arts events or workshops etc. have a reduced cost.

Q How can I apply to take part in the Art Tour?

A Please contact our administrator Kim Pearson at admin@networkartists.org.uk or telephone 01661 852523.

Q What is the deadline for 2010?

A You must have your application in and fee in by end December at the latest.

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