

h.Art 2012: Saturday 8th – Sunday 16th September

Hello and a Happy New Year!

If you are new to h.Art, please read up on the background and aims of h.Art which you will find on the 'How to take part' page of the website www.h-art.org.uk. This event is here to serve practising artists, aiming to help you find a market for your work, gain feedback, network, and develop your professional practice. h.Art is largely **funded by you**, with management and service support from Herefordshire Council, so we aim to spend our funds in accordance with these aims.

Please read through the important information below if you are considering taking part this year.

Planning and Networking Meeting: Wednesday 15th February, 6-7.30pm at Gardner Hall.

The Royal National College, Venns Lane, Hereford, HR1 1DT.

This is a really useful evening to give you all the information you will need to sign up for h.Art 2012. We give a short talk and then divide those attending into regional groups so that you can make plans and connections. We are happy to answer any queries and members of the h.Art Steering Group are present so that you can meet the contact for your area. Bring your diaries!

Eligibility:

Artists

- You and any other artists showing at your venue must be h.Art Members.
- Your studio / exhibition must be located within the county of Herefordshire
- Your studio / exhibition must be open for all 9 days of h.Art, (minimum opening times 11am-5pm but you can open longer if you wish).
- Your studio / exhibition must offer free admission to visitors.
- Your studio / exhibition must be covered by Public Liability insurance.

Galleries

- To qualify for the h.Art Gallery rate your venue must open to the public for a minimum of **12 weeks per annum** and sell work by a number of artists on a commercial basis.
- Galleries must fulfil all the criteria listed above for Artists, but are exempt from the membership requirement.

- *Any events other than 9 days opening or Free access will be in the special events category.*

- *Premises or businesses which normally operate as retailers and don't have a special h.Art exhibition or focus for the event will be offered advertising space.*

Out of County Venues Policy

- All Out of County venues from 2011 onwards will be required to pay a higher membership or Gallery rate than Herefordshire venues.
 - Out of County venues who have been a part of h.Art prior to 2011 will be accepted into h.Art on the same grounds as Herefordshire venues and will only be required to pay the Herefordshire membership or Gallery rate. This is as thanks for the support given to h.Art.
 - All Out of County venues from 2011 onwards should complete and submit registration forms as normal, they will then be placed on a waiting list. Should the target amount of 120 Herefordshire venues not be reached, venues on the waiting list may be included.
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h.Art 2012 Fees:

IMPORTANT! 'Special Event' Guide Fee shown is *proposed*, this fee is still under discussion and yet to be confirmed by the h.Art Steering Group. If the 'Special Event' category applies to you, please

contact Leoni for the Steering Groups decision. The decision will be made no later than 15th February.

You may need to increase your zoom level in order to see the Fee Table clearer...

Herefordshire *Membership Rate – Applies to <u>all</u> individuals including each person in a group, (<i>only exclusion is special events & galleries</i>)	£55
Out of County *Membership Rate – Applies to <u>all</u> individuals including each person in a group exhibiting outside of Herefordshire from 2011.	£70
Guide fees:	
EARLY BIRD rate (by 31st March) Guide fee for studios with one to two artists - gives you one sixth of a page and one image	£125
STANDARD RATE (deadline 30th April) Guide fee for studios with one or two artists - gives you one sixth of a page and one image	£145
GROUPS EARLY BIRD RATE (by 31st March) Guide fee for three - ten artists - gives you one third of a page and two images	£256
GROUPS STANDARD RATE (deadline 30th April) Guide fee for three - ten artists - gives you one third of a page and two images	£296
LARGE GROUPS EARLY BIRD RATE (by 31st March) Guide fee for ten or more artists - gives you half a page and three images	£384
LARGE GROUPS STANDARD RATE (by 30th April) Guide fee for ten or more artists - gives you half a page and three images	£424
Optional Fee for any artist or group * additional guide space - extra sixth of a page and one extra image	£125
Herefordshire Galleries - one third of a brochure page and two images (deadline 30th April) no membership required	£260
Out of County galleries - one third of a brochure page and two images (deadline 30th April) no membership required	£280
Special Event (one day or series of few day events/openings) - one quarter page (deadline 30th April) no membership required - FEE NOT CONFIRMED, proposed.	£384
Herefordshire Open Exhibition - submission fee is £12 for one work, £18 for two, £25 for three (max)	
<i>Actual works to be submitted (summer 2012) and SELECTED by a panel and shown at Hereford Museum & Art Gallery - details to be confirmed in 2012</i>	
Examples of Rates Per Person:	
EXAMPLE - Early Bird cost to an individual artist for membership and guide fee is:	£180
EXAMPLE - Standard rate cost to an individual artist for membership and guide fee is:	£200
EXAMPLE - Early Bird GROUP rate cost for each artist in a group of six for membership and share of the guide fee:	£97
EXAMPLE - Standard rate for a GROUP cost for each artist in a group of 6 for membership and share of the guide fee:	£104
EXAMPLE - Early Bird rate for a LARGE GROUP cost for each artist in a group of 15 for membership and share of the guide fee:	£81
EXAMPLE - Special event cost to an individual artist or shared cost between a group of artists (membership an option) for guide is :	£384
*Membership entitles you to extra space and links on the h.Art website, newsletters, and free access to Herefordshire Arts Market website (on line shop in continual development), your name + medium in the printed guides index, offer to participate in a Christmas event.	

Early Bird Rate Example Elaborated

If you are opening your studio on your own, the total cost will be £180.

If you are a group of 6 artists sharing a venue, the cost per person will be £104. (6 x £55 + £296 = £626 divided by 6).

How to Register

- Registration for h.Art 2012 is online. Registration is due to open on 27th February.
- It is a two-stage process. Stage 1) Artists need to sign up as a *member* and pay the membership fee. Stage 2) Once membership is processed by us, 1 person per venue can then go on to complete the event form and pay the guide fee.
- Payment, this year for the first time will be made online. We are using an existing Council service which offers a simple, easy, accessible service.
- To take advantage of the Early Bird price, you need to complete both stages and payments by 31st March. You may be able to register in April, at the higher Standard price, depending on available places in the event. The final deadline for registration should capacity not be reached is 30th April.
- We will distribute a Frequently Asked Questions information sheet at the meeting on 15th Feb which will also be available online. This lists all the information you need to collect before you start. When you are ready, go to the **How to take part** page at www.h-art.org.uk.

h.Art Young Artist Bursary

If you are aged under 30 on 8th September 2012 contact Leoni for details of this scheme. Deadline for applications is 31st March.

Are you an artist looking for a venue for h.Art... or a venue seeking artists?

If you are on the scout, please email a Call Out to leonilinton-h.art@hotmail.co.uk and it will be uploaded to the **Venue/Artist Call Out** page of the h.Art website. Anyone in search of an artist or venue is directed to this page. Before emailing your Call Out, please visit the **Venue/Artist Call Out** page to ensure you have included all necessary details.

In addition, for direct networking, also write your Call Out on the [h.Art - Herefordshire Art Week](https://www.facebook.com/h.Art-Herefordshire-Art-Week) facebook page. You may also want to use the 2011 guide and website as networking sources.

h.Art Road Signs

If you have decided not to participate this year but have previously, please could you contact Leoni in order to deliver your h.Art road signs for use during this years event.

2011 h.Art Christmas Event

Evaluation of the 2011 h.Art Christmas Weekend is still underway, it is therefore not yet confirmed whether there will be a 2012 Christmas Weekend. If it is decided to continue it this year, the dates will be the 1st and 2nd December and the application/registration process will be later in the year.

2012 h.Art Steering Group

After years of service and support to h.Art, Peter Horrocks, Alison Neal and Tori Sutherland have decided to step down from the h.Art Steering Group, we thank you for all you've done over the years. For a list of 2012's Steering Group members, their region and contacts, please see below. Thank you to everyone who showed interest in being part of the Steering Group on their evaluation forms. We will continue to ask the question each year, should any other places become available.

Other Opportunities

Pop-Up Art at Hay Festival:

Hay Castle in Hay-on-Wye will be letting space on the castle grounds during Hay Festival (31 May - 10 June 2012), which might be perfect for artists who want to show and sell their work. Hay Literary Festival draws over 100,000 visitors and Hay Castle, in the heart of Hay-on-Wye, will be the site of music events and a food fair. There are a few outbuildings (next to Baines and Murrin, the Olde Curiosity Shoppe and Castle Books) which may be available for between £300 and £500 for the ten-day period. We welcome enquiries from local artisans or crafters of quality works.

For more information, contact Nancy Lavin Albert at haycastletrust@gmail.com or call: 01497 831 012.

Make sure you are signed up to Artery to get email news straight to your inbox. This is a FREE (if you live in Herefordshire), automated service that delivers monthly emails packed with Arts news and opportunities.

www.arteryonline.co.uk

Contact us:

Leoni Linton, h.Art Co-ordinator
07891 404 505 (10am-4pm), Monday - Thursday
Email: leonilinton-h.art@hotmail.co.uk

If you have a query or idea, why not chat to a member of the h.Art Steering Group:

Bronte Woodruff	North	bronte@woodruffsworld.co.uk	01568 770177
Jenny Crisp	North	basket@jennycrisp.co.uk	01568 615079
Stuart Houghton	East	stuart@stuarthoughtonpotter.co.uk	01531 671011
Sue Lim	East	sue@blue-ginger.com	01886 880240
Frances Warren	South	frances.warren@btinternet.com	
Sue Maud	South	art@suemaud.co.uk	01989 730364
Jenny Williams	West	jenny@jennywilliams.net	01432 278305
Jill Barnerby	West	theprintshed@swinmoor.net	07796 673123
Marion Campbell	City	applestoregallery@btinternet.com	01432 378436
Pauline Churchill	City	pauline.churchill@hotmail.co.uk	01432 356561
Celia Johnson	HCAD	celia.johnson@talktalk.net	

www.h-art.org.uk

**Deadlines will be cut off earlier if our maximum capacity of 120 venues is reached
Late applicants run the risk that the event will be over-subscribed.**

Please sign up as early as possible.