



a short guide to how it works and how to take part

h.Art is Herefordshire's 'open studios' event, offering visitors exclusive access to artists' studios and workshops, special exhibitions and events. h.Art usually takes place in the second week of September.

h.Art is managed by Herefordshire Council's Arts Service and the h.Art Steering Group. The event is co-ordinated by a freelance organiser. h.Art is funded by the fees paid by participants, plus advertising and sponsorship income; it also receives 'in kind' support from the Arts Service.

h.Art is essentially a 'membership' organisation – the majority of participants are required to become 'members' of the event.

Each artist, group of artists, gallery or other individual or organisation is the 'promoter' of their 'studio' or 'venue'. They are responsible for all planning, organising, promoting, opening times, staffing, public liability insurance etc of the 'venue'. The majority of 'venues' are currently required to open all nine days (two weekends and the intervening week) of the event.

Artists looking for venues or venues seeking artists should view the 'Artist/Venue Call Out' page of the website and follow the guidelines for writing an h.Art Call Out, once emailed to the co-ordinator, the Call Out is uploaded onto that very page for anyone in search to see.

You can also post a replica of your Call Out on the Facebook page; h.Art – Herefordshire Art Week. Previous guides and the website should also be used as useful sources.

ALL DETAILS, names, descriptions, images etc must be in place by the time the Registration period closes. This is usually around Easter time. Exact dates will be confirmed in February when Registration opens.

The h.Art Guide is usually published in mid July, with that year's website going live at the same time. A proof is sent to all participants in early June.

Fees vary from year to year. Full fee details are available on the 'How to take Part' pages of the website.

In return for the fee, paid participants receive an 'advert' in 25,000 copies (more if budget allows) of the high quality, full colour h.Art Guide and county map; a page on the h.Art website; an allocation of publicity material which may include Guides, pink roadside signs, posters, postcards, car stickers, marketing information pack' inclusion in press campaign.

On **Wednesday 15th February 2012, 6-7.30pm at Gardner Hall, RNCB, Venns Lane, Hereford** . We are holding a **Planning and Networking Meeting** for anyone interested in taking part. It is particularly useful for first-timers. You are more than welcome to join us there.

To find out more about h.Art, go to www.h-art.org.uk. Information and downloads are available on the 'How to take part'. Sign up to receive the Arts Services' online arts newsletter Artery using the Artery Website link (available from the left of all pages of the website).