

h.Art 2010: Saturday 11th – Sunday 19th September

This newsletter comes to you with warmest wishes for 2010 and hopes to find you ready to join h.Art for another rewarding event in September.

If you are new to h.Art, please do 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. In a nutshell, the 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 24th February, 6-7.30pm, The Courtyard

This is a really useful evening to give you all the information you will need to sign up for h.Art 2010. 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.

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. We can accept a small number of venues located a short distance outside the county boundary. This is decided on a case-by-case basis. Please contact Amanda to discuss.
- 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.

Eligibility – Galleries

- To qualify for the h.Art Gallery Rate your venue must open to the public for a minimum of **12 weeks p.a** 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.

Visual arts events and galleries not able to fulfil the above criteria may book advertising space in the Guide at a special rate of £239 per quarter page. To discuss, contact Amanda.

h.Art 2010 Fees

- **h.Art Membership: £43** per artist
- **Guide Fee Early Bird Rate: £128** *
- Guide Fee Standard Rate: **£148**
= one sixth page entry (one image) + page on website with up to 6 images and expanded info.

* Complete your h.Art Registration before 31st March to qualify for the Early Bird Rate. The Standard Rate applies to those who register between 1st and 30th April and is subject to availability – late applicants run the risk that the event will be over-subscribed. *Please sign up as early as possible.*

Examples

If you are opening your studio on your own, the total cost will be £171 (Early Bird).

If you are sharing a studio with one other artist and you share a single box in the Guide the cost per person will be £107.
 $2 \times £43 + £128 = £214$ divided by 2.

If you are a group of 5 artists sharing a venue and you would like 1 additional box in the Guide, the cost per person will be £94.20.
 $5 \times £43 + 2 \times £128 = £471$ divided by 5

- **Gallery Fee: £239**
= one third page entry (two images) and page on website with up to 6 images plus expanded info.

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HOW TO REGISTER

- Registration for h.Art 2010 is online. We have been working on the system over the winter to make it a smoother process. Registration opens on 24th February.
- It is a two-stage process. You need to sign up as a Member and pay that fee. Once this is processed by us, you can go on to complete the Event form.
- Payment, this year, is by telephone only. We are using an existing Council telephone payment line 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.
- We will distribute a Frequently Asked Questions information sheet at the meeting on 24th 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.
- If you feel unable to register online, you may be able to complete a paper version of the forms. This service is only available until 31st March and incurs an additional administration charge of £15. Please phone Amanda during office hours to arrange.

h.Art Young Artist Bursary

If you are aged under 30 on 11th September 2010 contact Amanda for details of this scheme. Deadline for applications will be around 22 March (tbc).

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

Artists, please supply Amanda with details of your work and the space and facilities you require, plus preferred location.

Venues, please supply Amanda with A4 poster, if poss before 24th Feb, with:

- name of venue, address and location; who runs or uses the venue (if relevant);
- what space / facilities you have to offer (+ pic if poss) eg wall space for hanging work, workshop space, outdoor space;
- brief outline of visitor facilities (parking, WCs, cafe, access for wheelchair users);
- your ideas for how the venue could be used for h.Art, what sort of artist/activity you are looking for;
- contact name, tel no and email.

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:

Please make me your first point of contact for all h.Art queries:

Amanda Fitzwilliams, h.Art Co-ordinator

01544 239081 (I work from home so please only phone Monday – Thursday, 9.30am-3pm)

Principal email: hartcoordinator@btinternet.com

cc: afitzwilliams@herefordshire.gov.uk

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

Jill Barneby	West	01981 250325	theprintshed@swinmoor.net
Marion Campbell	South	01989 740313	applestoregallery@btinternet.com
Pauline Churchill	Hereford	01432 356561	pauline.churchill@hotmail.co.uk
Peter Horrocks	North	01544 230919	peterhorrocks10@hotmail.com
Stuart Houghton	East	01531 671011	stuart@stuarthoughtonpotter.co.uk
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