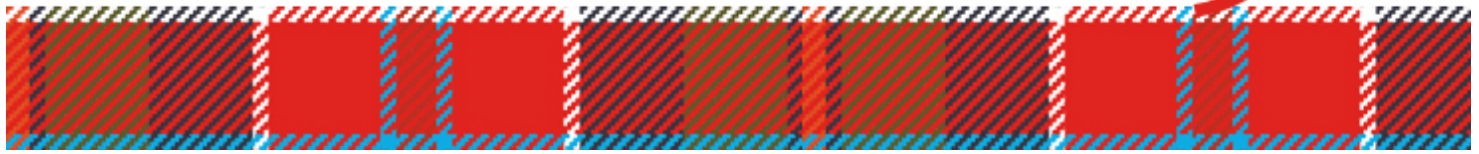


North East Open Studios

Opening doors to creativity

'09



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How to make the most of NEOS09

Thank you for participating in North East Open Studios 2009. We hope you have a very successful event. To help we have gathered ideas from artists/makers who have taken part in open studios countrywide.

1. Contact people on your mailing list, send them invitations to a private view or to visit your studio event. Distribute the brochures & your invitations to appropriate local shops & businesses, getting to know organisations in your area.
2. Update your website, CV and any other literature or get new designs made. Have some postcards printed especially for your NEOS event with up to date images & information to hand out to visitors, as people like to get in touch after the event.
3. Contact other artists who are showing in your area and try & create a network with them & help each other by sending visitors to your studio on to theirs. This is especially important if you live in very rural areas or are exhibiting on your own.
4. Contact your local & national press & magazines; send them press releases about your event. NEOS Press pack & Logos are available for download from the website.
5. Presentation is important. Give the studio a spring clean, clear walls for framed work and have work in progress on view. Lighting is important, add extra lights to show your work to its best advantage. Price all items clearly so that customers don't need to ask and perhaps prepare a price list that includes details about yourself.
6. Do not undercut gallery prices when selling directly from the studio/workshop. Many artists depend on galleries to market and sell their work year round. "Artists & Illustrators" magazine acknowledged that customers look for bargains advising that older work or unframed pieces could be sold at a discount.
7. For Artists, if you have cards or prints of your work display these clearly for people to buy. Make your business card/ postcard freely available giving your contact details & other publicity that lists outlets for your work or any workshops/classes you offer.
8. Ensure your venue is open for the times you have specified in the NEOS guide. Aim for a friendly relaxed atmosphere where visitors feel happy to chat and if possible offer refreshments. Get visitors to sign your visitor book to add to your mailing list for next year, to give you visitor numbers & comments.
9. Make visitors are aware of the evaluation form in the booklet offering the chance to win prize money to spend at any NEOS venue.
10. Use the yellow NEOS signs to clearly signpost your studio/workshop and please hang them in sensible places (ie. not on traffic lights etc).
11. Last, but very importantly, check your insurance cover for public liability (available from Scottish Artists Union, AN magazine etc)...