

Engage, Inspire and Share Your Creativity!

- **Make It Interactive:** Live demonstrations, workshops and Q&A sessions draw in visitors.
 - **Showcase Your Process:** Use creatively visual displays, storytelling and behind the scenes insights.
 - **Create a Memorable Experience:** Offer hands-on opportunities where possible.
 - **Maximise Your Reach:** Use social media, flyers and local advertising to build excitement.
 - **Choose Your Venue Wisely:** Plan for shared spaces, transport and security.
Safety First: Ensure a welcoming and hazard-free environment for visitors.
 - **Prepare for Sales Last:** Have pricing, payment options and packaging ready when needed.
-

Bring Your Art to Life

Demonstrations & Interactivity First

- **Live demonstrations:** bring your process to life – plan engaging activities that visitors can enjoy.
- Show **sketchbooks, mood boards, colour palettes, designs** or any behind the scenes insights.
- Offer **hands-on experience** where possible – even small participatory moments create lasting impressions.
- If your work involves machinery, ensure protective barriers are in place for safety.
- **Make it personal** – share the inspiration and stories behind your work with visitors.

Maximising Your Visibility & Footfall

- Use social media to showcase your preparations and build excitement.
- Post engaging content across **Facebook, Instagram and TikTok** - including reels and behind-the-scenes videos.
- Distribute North East Open Studios books with flyers and trail maps.
- Contact local magazines and newspapers.
- Make printed flyers or postcards (DIY or via a local printer).
- Update your **North East Open Studios website profile** with fresh content and images.
- Have a sign-up sheet for collecting visitor contact details and build an email list (with consent) for future marketing.

Choosing Your Venue

- Decide between **opening your own studio** or **joining a shared venue**.
- Confirm your venue's size, access to electricity and security arrangements.
- Plan your transport needs for moving artwork and display items.

Creating a Safe & Inspiring Space

- Carry out a risk assessment to identify potential hazards such as trip hazards and poor lighting.
- Ensure all hazards are mitigated before opening to visitors
- Have **Public Liability Insurance** in place.
- Check if additional display materials (tables, easels, shelves) are needed and secure them in advance.
- Ensure any extra lighting is positioned for maximum effect and safety .
- Organise electrical access: sockets, extensions and safe cable management.

Sales & Artwork Preparation

- Have a sufficient amount of work to display and sell.
- Keep an **inventory list** to track sales.
- Label and price work clearly - decide between individual pricing or a collective price list.
- Prepare packaging materials (bags, bubble wrap, boxes) for safe transport.
- Organise a **cash float and secure cash box** for in-person payment.
- Set up a **card reader** and check internet or signal availability at your venue.

Final Touches Before Opening

- Ensure a smooth and welcoming experience for visitors.
- Set up clear signage with opening hours and key information.
- Most importantly - enjoy engaging with your visitors and showcasing your talent!

Let's make North East Open Studios 2025 the best yet!

#NorthEastOpenStudios #NorthEastOpenStudios2025

#MeetTheMakers #MeetTheArtists #ScottishArtistsandMakers