

North East Open Studios 2026

340 Character Book Entry Guide and Examples

- This text appears in the printed directory book.
- It is limited to a maximum of 340 characters including spaces.
- We do not proofread or correct spelling, punctuation or grammar and you cannot amend it after submission.
- You are fully responsible for what is printed - including your opening times.

Purpose of the 340-character entry:

- To help visitors decide whether to include you in their route.
- To clearly communicate what you make and why it is worth seeing in person.
- To spark interest quickly and confidently.

What to avoid:

- Avoid starting with 'Based in North East Scotland'.
- Avoid listing materials with no context.
- Avoid repeating your discipline name unnecessarily.
- Avoid using filler phrases or vague statements.

Recommended structure:

1. What you make.
2. What makes it distinctive.
3. What visitors can expect to see or experience.

Simple fill-in template:

- I create _____
- My work explores _____
- Visitors will see _____
- and can expect _____

Example 1 – Painting

I create expressive landscape paintings inspired by weather, light and memory. Working with layered acrylic and mixed media, my work explores place as something felt rather than mapped. Visitors will see recent large and small works and gain insight into my process.

Example 2 – Ceramics

I make hand-built ceramic vessels influenced by coastal erosion and natural rhythm. Surface texture and subtle glazes are central to the work. Visitors will see functional and sculptural pieces and learn how material and form evolve together.

Example 3 – Jewellery

I design and make contemporary silver jewellery rooted in geometry and balance. Each piece is handmade with an emphasis on wearability and quiet detail. Visitors will see finished collections and works in progress, and can explore how designs develop.

Example 4 – Textile Arts

I work with stitched textiles using reclaimed fabrics and natural dyes. My practice explores memory, repair and slow making. Visitors will see wall-based works and sketchbooks, and learn how materials with history are transformed.

Final checks before submitting

- Count your characters carefully.
- Read the text out loud.
- Remove any wasted words.
- Check spelling and punctuation.
- Make sure it sounds like you.