



**Norfolk & Norwich  
Open Studios**

Norfolk & Norwich Open Studios  
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## Background information

### What is Norfolk & Norwich Open Studios?

The scheme is about artists opening up their studios, meeting the public, explaining and sharing their working methods with visitors and selling works of art. The scheme runs annually in May/June for two weeks, including three weekends.

Norfolk & Norwich Open Studios (NNOS) has established itself as one of the largest and most successful open studio schemes in the country, and 2018 will be its 24<sup>th</sup> year. It provides the opportunity for artists across the county to show and sell their work to an enthusiastic audience, primarily in their own studios, thereby maintaining and broadening the audience for local visual arts work.

Many NNOS artists organise additional events such as private views, workshops, demonstrations, launch events, artist talks, afternoon tea & cake, and much more. Many often get together in their area to organise 'Art Trails', devising a map showing their studios and other local sites and cafes, so visitors can make a day of it. Entry to studios is free for members of the public.

The NNOS scheme is also open to Norfolk schools to take part, and 13 schools opened their studio doors in 2017, allowing people to see a future generation of budding artists.

### Norfolk & Norwich Open Studios aims:

- To harness and focus the energy and potential of Norfolk's visual artists
- To provide an opportunity for artists to show their work in their own studio setting
- To maintain and broaden the audience for county-wide visual arts work
- To provide a framework from which artists can promote themselves and build on the marketing activity provided centrally for the NNOS scheme
- To provide a structure which supports local artists
- To help break down the barriers some visitors experience when visiting art galleries

## Why do artists take part in NNOS?

- To promote and celebrate the visual arts in Norfolk
- To focus the mind and for motivation to create work
- To raise their profile as an artist, sell their art and broaden their contact/client base (the NNOS brochure and website are year-round marketing tools)
- To meet other artists and share knowledge/ideas or form groups and art trails
- NNOS can bring about future opportunities for artists, such as commissions, exhibitions and workshops/talks

## The Application Process

### Individual artist membership

The individual artist membership fee for Norfolk & Norwich Open Studios 2018 is £110.00 (inc. VAT).

If there are other artists exhibiting in your studio/venue they must also pay the individual membership fee. Another option is to apply as a group to cover all the artists in that one venue. See group membership details and prices below.

### Artist group membership

The membership fee for artist groups is £300.00 (inc. VAT).

Group membership is defined as being members that are not specifically individual artist open studios and/or are run or occupied by more than one person. It is financially beneficial to participate in NNOS as a group if there are more than 3 artists exhibiting in one venue. All artists within a group must be living or working in Norfolk.

One of the conditions of applying as a group is that at least one artist from the group must be present at the venue during their NNOS opening times.

### All membership fees include:

- A listing, an artist profile and artwork image in the NNOS brochure (35,000 copies printed and distributed county wide)
- NNOS website listing – including artist's listing information, artwork image, Google Maps link and link to artist's individual website. An artist's listing remains published on the website for up to one year, and the NNOS website is used by many as a Norfolk Artist Directory.
- Access to various marketing materials:
  - Up to 50 brochures (200 for artist groups), posters, postcards;
  - Online/electronic templates: signage, artwork labels and electronic versions of the generic poster and postcard, and the NNOS logo to include on your own bespoke print.
- Opportunity to exhibit a piece of your artwork as part of the Central Taster Exhibition at the Forum in Norwich, which runs from Monday 30 April – Thursday 3 May 2018 (exhibition hanging, Sunday 29 April).

**Deadline for registration: Friday 8 December 2017**

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- Opportunity to exhibit as part of a Taster exhibition in your district (subject to demand and an artist volunteering to coordinate this in your district)
- The NNOS evening launch reception on Monday 30 April, 6-8pm, at the Forum, Norwich – you will receive an email invite for yourself and your family, friends and clients
- Press, PR and marketing support for the scheme as a whole. Artists are strongly encouraged to market their own studio and use NNOS as a resource to build on what is provided centrally.

### Supplying artwork images

When completing your application, you will be requested to supply an image of your artwork. This image will accompany your listing in the NNOS 2018 brochure and will appear on the website. Artwork images help visitors decide which studios to visit and are central to the promotion of your Open Studio.

If you do not have a digital version of your image, you can submit a photo or original artwork with an indication of which way round they should be used. We will arrange for your images to be sent away and professionally scanned. **An extra charge of £8 will be made to the NNOS entry fee to cover the cost of the scan and additional administration time.** Please enclose a stamped addressed envelope if you would like your images returned. A CD with the digital scan of your work will also be posted to you after NNOS 2018 has finished.

### Payment

The NNOS 2018 fee (and additional scanning fee if applicable) can be paid by any of the following methods;

- By cheque, made payable to 'Norfolk & Norwich Festival Trust'
- By BACS (account details are included in the application form)
- By debit or credit card
- If applying online, by Paypal

## Frequently Asked Questions

### Q: What will my entry in the brochure look like?

Your listing will include your name and contact details, NNOS ID number, studio address, a description of your art, studio directions, opening dates, relevant symbols, map reference and one image (or two images max for groups).

The listings are sectioned into the Norfolk districts. Each artist has their own NNOS ID number.

### Q: When are the public and school holidays during NNOS 2018?

The school spring half-term holiday runs from 28 May – 1 June 2018 and the Spring Bank Holiday is Monday 28 May.

**Q: How are the artists selected to take part in NNOS?**

There is no selection process for NNOS. The scheme is open to any artist living or working in Norfolk. Everyone who applies before the closing date with all the necessary information supplied and correct fee paid, will be accepted into the scheme, subject to a maximum capacity.

**Q: Where does the money come from to fund NNOS?**

NNOS is funded by the artist and school participation fees and advertising revenue and is subsidised by Norfolk & Norwich Festival, who also continue to support administration, The Forum exhibition installation, press liaison, general marketing and evaluation.

**Q: What does the artist participation fee contribute towards paying for?**

- Design and print costs for NNOS brochure (35,000 copies) and other associated print, including posters and leaflets
- NNOS Press & PR
- The NNOS website, web support and artist's listing information on the website
- Online marketing materials
- The Central Taster Exhibition at the Forum in Norwich and other Taster Exhibitions
- The NNOS Central Taster Exhibition launch reception
- Postage and publicity distribution costs

**Q: What is the relationship between Norfolk & Norwich Festival and Norfolk & Norwich Open Studios?**

Norfolk & Norwich Open Studios is delivered by Norfolk & Norwich Festival as an organisation, in partnership with and for the benefit of Norfolk artists. It is distinct from the annual Norfolk & Norwich Festival which takes place in May each year.

**Q: Does the NNOS fee include Public and Products Liability insurance cover?**

No, all artists are encouraged to organise their own public and products liability insurance because they are not covered by the Norfolk & Norwich Festival's policy.

For more information, find out about AIR membership with a-n The Artists Information Company (**a-n The Artists Information Company AIR (Artists Interaction & Representation) scheme**). By taking out annual membership of AIR (currently approx. £36pa) as a practising artist you get an automatic £5million Public Liability Insurance. See their website [www.a-n.co.uk](http://www.a-n.co.uk) for full details.

Artists may also want to look at purchasing 'One-off exhibition policy' insurance through AIR membership. This is for artists wishing to insure their work whilst in transit to and from and whilst on display at an exhibition.

Or there is G.M. Imber & Sons Limited who are insurance brokers based in West Sussex and have been used by NNOS artists in the past. Visit [www.gmimberltd.com](http://www.gmimberltd.com) for more information or call 01442 327250.