

OPEN STUDIOS NOTTS 2017 - REPORT ON EVENTS

INTRODUCTION & SUMMARY

WHAT HAPPENED?

Open Studios Notts 2017 took place between 30 April and 12 June, as a 6th year of events designed to allow visitors to meet artists and discover their work and practices.

- It promoted over **200 artists at 52 locations** around the county & city. This included over 100 individual artists in studios and small group events, plus artists taking part in larger events (Lady Bay Arts Festival, Retford Arts Festival, Patchings Festival, ABCAT).
- There were also **exhibitions in 3 county libraries** (Retford, Mansfield & Arnold), curated by *INSPIRE*, where work by 20 artists was exhibited alongside information panels summarising the open studios. At each library there was also a series of 'Meet the Artists' events.

Open Studios Notts
MAY-JUNE 2017

BRINGING ARTISTS INTO VIEW
DISCOVER ART AND CRAFT IN YOUR COMMUNITY

OVER 200 ARTISTS AND MAKERS
INVITE YOU TO VISIT THEIR STUDIOS
AND EVENTS IN NOTTINGHAMSHIRE
AND EVENTS IN NOTTINGHAM
with Exhibitions at Retford Library,
Mansfield Central Library and
Arnold Library

EVENTS PROGRAMME
DIRECTORY OF ARTISTS
AND MAKERS

www.osnotts.co.uk

Events over 6 weeks in May and early June are an opportunity to **meet artists and makers** and discover their work, often with **demonstrations and other activities** as part of the experience. Many offer refreshments or are near to one or more of Nottinghamshire's wide range of café's and pubs.

1-9 Scrooby, Styrrup, Retford, Askham, Laneham, Thoresby Park
10-20 Thorney, Collingham, Newark-on-Trent, Upton Studios
21 Patchings Art Centre
22-23 Mansfield, Kirby-in-Ashfield
24-32 Hidden Valleys Arts Trail: Brinsley, Underwood, Annesley, Selston, Ravenshead, Giltbrook
34-43 Nottingham - Bullwell, Sherwood, Sneinton
44-49 Gedling, Lowdham, Burton Joyce, Cotgrave
50-51 Attenborough-Beeston-Chilwell Artists Trail
52 Lady Bay Arts Festival

24 April to 5 June - Linked exhibitions at Retford, Mansfield Central and Arnold Libraries (A-C on the map) showcase work by selected artists and guide visitors to all events - courtesy of Inspire: Culture, Learning and Libraries. **FREE Admission.**

FREE entry to most events - a few make a small charge to help cover costs or for charity.

Open Studios Notts and the groups running the events named in this brochure cannot accept liability for any loss, damage or injury sustained by any member of the public visiting the studios. Members of the public do so entirely at their own risk. Events are run by the groups/individuals named. All information is correct at the time of going to press. Open Studios Notts will aim to post any variations that arise on the website. Otherwise, members of the public should contact the named groups/individuals for further information on any particular event. Please also note that cafes, pubs and restaurants named are not officially connected with Open Studios Notts but are highlighted for information.

We wish to thank Nottinghamshire County Council, Inspire: Culture, Learning and Libraries, and Nottingham City Council for the ongoing support that has made this initiative possible.

www.osnotts.co.uk
openstudiosnotts @OSNotts

KEY:
A - Activities R - Refreshments at Venue C - Café nearby
FW - Full Wheelchair access PW - Partial Wheelchair access NW - No wheelchair access

Inspire Culture | Learning | Libraries
Nottinghamshire County Council
Nottingham City Council

HOW WAS IT DONE?

All open studio events were put on by the participating artists.

- **Artists participation fees** (supplemented by a small grant from **Nottingham City Council**) were used to pay for the design and production of an **events brochure**:
 - **20,000 copies** distributed by participating artists, aided by *INSPIRE* & **Nottingham City Council** around Nottingham & Nottinghamshire and to an area approximately 20 miles beyond the county border (including venues in Leicester, Lincoln, Derby, Sheffield, Doncaster).
- **Central promotion** under the 'Open Studios Notts' banner – all co-ordination work being done by unpaid volunteers. This included:
 - Overseeing the call out to artists.
 - Co-ordinating brochure production.
 - Overseeing expenditure.

- Circulating progress information to artists.
- Supporting artists queries and communications throughout.
- Putting on a training workshop for participating artists.
- Providing venue boards and other signage for participating artists.
- Maintaining a website (www.osnotts.co.uk) that promoted all the events.
- Promoting events through social media:
 - *Over 60,000 impressions on Twitter over the open studios period (April-June)*
 - *Over 65,000 reach on Facebook Page over the open studios period (April-June)*
- Maintaining sending out a Mailchimp Newsletter to subscribers.
- Promotion through traditional media:
 - *included articles in the Advertiser group newspapers, the Bramley Newspaper, Beeston Express, Retford Life, Retford Times, Worksop Guardian plus local /village newsletters.*
- **The library exhibitions** were hosted and curated by **INSPIRE**. These provided an opportunity for visitors to learn about Nottinghamshire artists and their events and to pick up a copy of the open studios brochure.
 - *Over 55,000 people were recorded visiting these libraries during the exhibition run.*
- In addition to mounting the library exhibitions, **INSPIRE** provided logistical support, including hosting meetings and the training workshop, and included us in their promotional literature and social media.
 - *5000 Mansfield brochures are printed and distributed*
 - *1510 people reached with e-shots for Arts and Mansfield e-lists*
 - *4179 people like the library and arts Facebook pages*
 - *4098 people follow Inspire on Twitter*

HOW WAS IT PAID FOR?

- To achieve all this:
 - An **artists participation fee** was charged of £15 for individuals (plus £10 for inclusion in an exhibition) and £40 for group events (**totalling £1,830**). This, plus a **small grant from Nottingham City Council** (of **£250**) directly covered the material costs of the events brochure and the necessary OSNotts insurance.
- The fees effectively unlocked:
 - **Volunteer-based work** that ran the OSNotts promotion - ie the co-ordination and further volunteer work described above, estimated at **£4,200**.
 - **INSPIRE** funding & in-kind support - included co-ordinating & curating the exhibitions, equivalent hire costs of the 3 library galleries, Arts team & library staff time & support throughout the year, estimated at **£3,505**.
- That is the equivalent of a budget of £9,785, ie approximately:
 - **£93 per individual participating artist** (*effectively a subsidy of £68 to each artist*).
 - **£240 per group entry** (*effectively a subsidy of £200 to each group*).

Our thanks are due to INSPIRE, Nottinghamshire County Council and Nottingham City Council for their input and support of these events. In addition to their much valued financial and in-kind support, their role (especially that of INSPIRE) as catalysts to the whole initiative has been crucial.

M Trueman

10 Nov 2017