



Why Open Studios?

- creating small businesses
- develops the local economy
- encourages community activities
- adds to unique tourist attractions

Event types

- Open Studios
 - artists displaying their working practices
 - in their studios surrounded by their paraphernalia
- Artweeks
 - similar to open studios
 - more emphasis on art activities
- Art Trails / Tours
 - a mapped out route around the venues
 - sometimes used within a larger open studios event
- Open Houses
 - art seen on show in a domestic setting
 - visitors can envisage the art in their own homes
- Art Walks
 - similar to art trails but usually smaller
 - walking distance between venues

Geographical Area

- Rural
 - distance between venues
 - encourage artist groupings and trail maps
- Urban Towns
 - regulation eg. around publicity signage
 - consideration of neighbours, traffic, etc.
- Rural and Urban
 - achieving good visitor distribution
 - trail maps and venue referrals
- Metropolitan cities
 - regulations, traffic, parking, etc.
 - competition and security

Area Demographics

- Population size
 - number of brochures to print
 - pricing artists fees and artworks
- Population distribution
 - how to distribute brochures
 - who can get to venues and how?
 - maximise visitor footfall
- Age range
 - who are you aiming the event at
 - how to target your audience
- Income range
 - over 55s have high % of disposable income
 - who is likely to be buying and in what price range?



Start one because?

- Aims
 - increase small business numbers
 - add to the local economy
 - generate community activity
 - develop tourism
- Membership
 - key component to income generation
 - incentives to join
 - must show value to membership
 - must have common aim ie. promotion of members and products

Network and Communications

- internal (artists & organizers)
 - website artists login
 - clear communication channels
 - group(s) activities
 - social media
- external (visitors & media)
 - website
 - brochure distribution
 - PR and publicity
 - social media

We're here to help

- Geographical boundaries reduce competition
- Extensive experience to share
- Pairing with existing events
- We've all been there before — few problems are unique
- Costing comparisons
 - brochure printing
 - websites, etc
- Economic Surveys
- Evaluation Reports
- Advice and Consultations

OS statistics

- Events
 - 130+ UK events in 2012
 - 2002 events c.30
 - 190+ events listed worldwide
- Event scale
 - largest 1000+ artists Oxfordshire
 - smallest 9 artists Welcombe, Devon
- Social Media
 - 160+ tweeting
 - 100+ facebook pages & groups

Open Studios events are financially sustainable through a broad spectrum of involvement

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