

## ARTMAP MEMBERS HANDBOOK

*Welcome to Artmap. By joining the group we hope you will benefit from our shared enthusiasm in developing and nurturing a thriving artistic and cultural community in Argyll.*

Our ethos is created and influenced by each individual member so with mutual support and strengths we can reach an ever-widening audience. With varied skills in different mediums, every artist can raise not only their own profile, but strengthen the group's as a whole.



Artmap offers professional opportunities for each artist so don't be shy; take advantage to meet other artists and to network. If like many of us, you are working in isolation, it can be very helpful to share information or take a break with a few like-minded people. Our vision is not static and we welcome new members to join so Artmap can evolve and produce fresh ideas. Think of us as a co-operative force, capable of influencing a worthy reputation not just for the individual artist but also for Argyll, placing it firmly on

the world stage as



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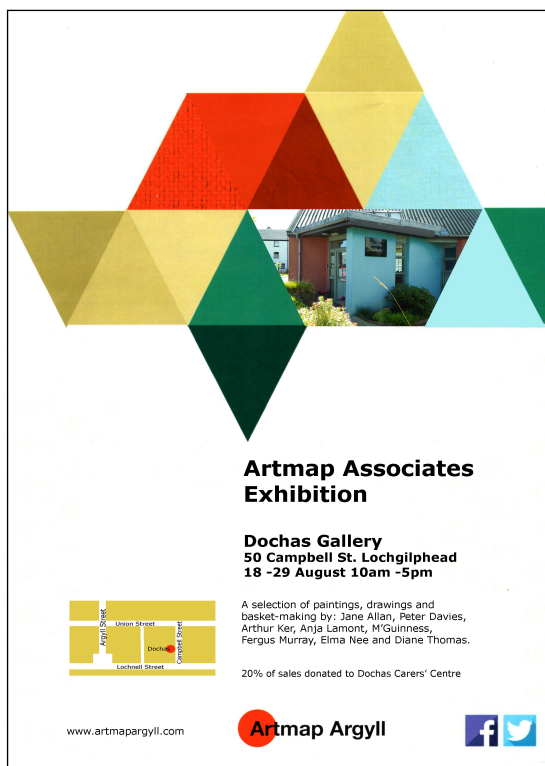


destination for art lovers and tourists alike.

To date members have collaborated with a variety of visual art activities including art exhibitions, interactive workshop programmes, public art projects, Facebook, twitter and visual blogs, artist members events and of course the very successful Red Dot open studios event. We have also forged links with a variety of local groups, with organizations and partnerships that have brought exciting new opportunities for our members. This includes an increased showcase for their artwork; to lead art workshops, to provide training; to involve all ages and abilities of Argyll's local communities; to compliment national and local cultural tourism initiatives. This has brought excellent paid work for many of the Artmap artists.

As a FULL member you are offered a page in the annual directory and a place on the Artmap website, where we publicize news

and events. Facebook and Twitter are linked to the website and active platforms to take advantage of. Wherever possible we encourage the sharing of relevant posts, liking others' pages, re-tweeting and in this manner broadcast Artmap events beyond borders, reaching more people who then find us.



ASSOCIATE members contact emails addresses are also printed in the directory and on the website. At the time of writing, there is debate on what Artmap offers on both these platforms, we hope to bring real benefits to all, to full and associate members and welcome opinions too. So do air yours by contacting the chairperson. Associate members have been successfully holding their own exhibition during Artmap Open Studios at The Dochas Centre in Lochgilphead and contribute much to the group. To date most of the programming, development and organisation has been carried out almost totally on a voluntary basis, which is quite remarkable. We are very keen for all members to join the network and to help take some responsibility to help the group in some one way or

another. Please do consider what you can bring in expertise, specific skills or willingness and time, to add to our resources!

## Open Studio

You will have responsibility to provide accurate information about yourself, so do proof read your statement and contact details for your studio when uploading to the website or the brochure. Please do provide good images reflecting your work.

Clear instructions on the process will be given at the appropriate time.

It will be appreciated if you can help with the distribution of the directories and flyers to outlets in your area. We divide ourselves into clusters and urge all the clusters to talk amongst yourselves to effectively spread marketing materials before the annual open studio event. If you are more remotely place get in touch with your nearest artist neighbour or one of the committee.

## Red Dots



When hanging red dots, arrows and your studio number in the run up to the open studios, put yourself into a stranger's car/shoes and make the signage clear so people will

arrive at your door with a smile. Some of the Red Dots are intriguing and eye-catching and it becomes part of the marketing campaign to post images of your hand made red dots!



## Tips for Visitors to your Studio

Engage visitors with a warm welcome. You could use the Prize Draw Loyalty Card as an opener for conversation, asking if they are collecting red dots and being happy to explain for the hundredth time if necessary what they are for.



Visitors like to feel they are invited to see your work in all its forms, throughout the process. You may like to demonstrate or invite participants to hold, make, shape and try for themselves, the medium you are so passionate about and you'll give a great and lasting impression if you can convey the pleasure of a tactile experience as well as a visual one.

Whether visitors are buying or not, they can become your best advocates if you are mindful of their enjoyment.

Remember not to hide sketchbooks or tools, as long as you don't host an obstacle course and entertain risk of injury, your space will intrigue and fascinate visitors. We must all have a public liability insurance policy for our own protection in the event of any accident and it must always be current.

If you are suddenly unwell or have any essential reason for not opening your studio, please inform the rest of the group so

visitors at all the other studios can inform them not to travel to you and waste time.

Display all the information about the prize draw and disclaimers so people can be informed.

It is a really good idea to have small items for sale, as well as original work, such as cards, prints or small items, allowing each visitor wealthy or not, the opportunity to take something away or show their support without breaking the bank.



Another chance to support fellow artists shouldn't be overlooked, why not suggest another studio to visit so we act as a conduit along which, people can move with the assurance of sincere recommendations. Do try and make contact with artists in your area, while collecting brochures and if possible familiarise yourself with each other's work.

A few artists have shared studio spaces for the event, either, because their own studio is inaccessible or unlikely to be found easily and this is an option open to all. However do consider what our open studio event is all about. While we hope to make lots of sales, for the visitor it is a rare chance to really find out how artists work and if you can't show any of your usual clutter, mess and failures, it may seem less of a revelation than hoped for. Perhaps, if you can't bring paint splashes, broken glass or any other signs of your daily experience to a shared space, remember to bring sketch books and other easily transportable evidence of how your brain dreams up creative projects.



You will still pay the same fee for a whole page in the brochure even if sharing a studio number and you really shouldn't show non-members work at all, instead encourage your artist friends to apply for their own membership.

### Prize Draw

Red dots for the prize draw and the questionnaire forms will be made available to FULL members prior to the open studios. Visitors can collect red dots and we encourage them to do so for a chance to win

the £200 prize draw, which is a very popular for visitors and one artist each year. The loyalty cards are returned straight after the event and provide valuable information about our customers, figures for our funding applications and also help us improve on our efforts. To date 99% of evaluation has been very positive.

### Contacts

Please make sure you have recent contact details of the membership, current email addresses and if you use Facebook, post on the Artmap members page should you have interesting news or some profound thought you'd like to share.

All notices of activities and opportunities will be communicated via email but don't hesitate to get in touch if you need advice or have a question.

[members@artmapargyll.co.uk](mailto:members@artmapargyll.co.uk)

