



ARTIST GUIDE

art 2022

TRAIL MANAWATŪ

GENERAL INFORMATION

Office Hours:

Monday to Friday
10am - 4pm

Website:

www.communityarts.org.nz

Email:

reception@ca.org.nz

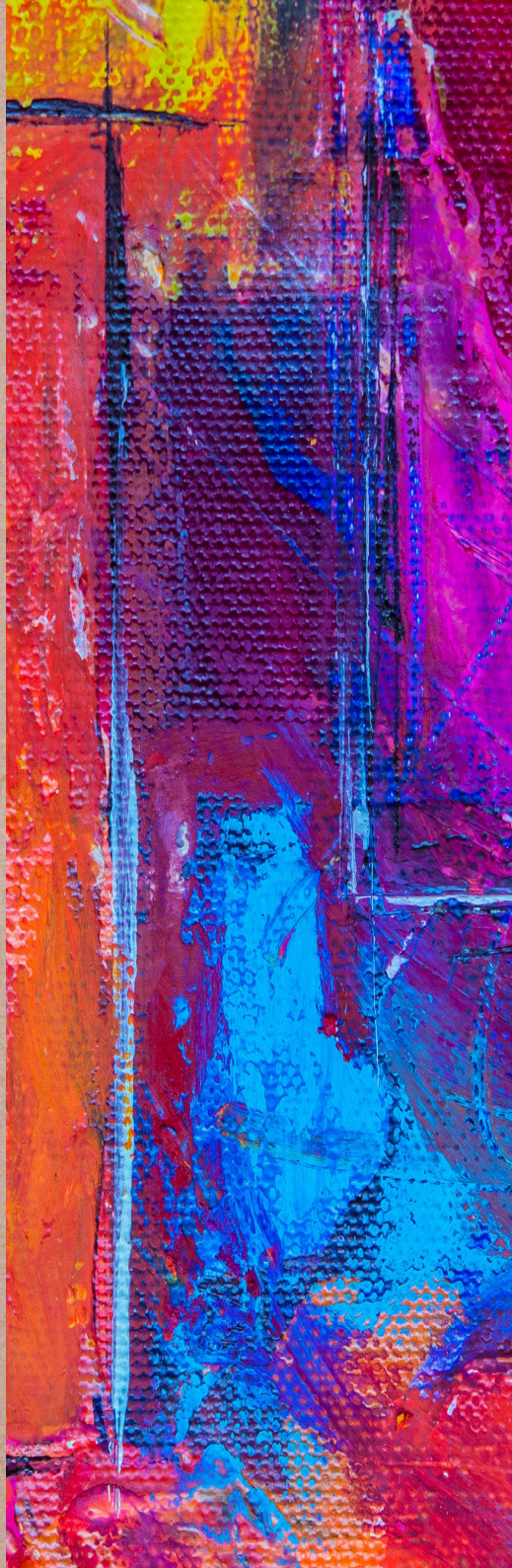
Phone:

06 241 8444

*Please note all of our staff work 30 hours a week, so may not respond immediately.

We appreciate your patience*

For more detailed information, refer to "Maximising your Art Trail Experience" under the Art Trail Manawatu tab on our website



Tēnā koutou katoa – hello to you all, and welcome to our Art Trail Manawatū 2022 Artists' Guide.

While the Square Edge team will still use email as our first point of contact, it is our intention to provide you with all key information and dates in this guide, so that the art trail process is easy to access and stay on top of in the busy build up period.

This guide provides you with our Square Edge contact information, key dates, monthly priorities, and useful tips to help you make the most of your art trail experience. Please take a few minutes each month to check in on the process and look out for our emails. If you haven't heard from us, please check your junk mail.

As always, we are delighted to extend our support and look forward to working with you to make this another very successful Art Trail
ngā mihi

Dr Karen Seccombe
Artistic Director | Square Edge Community Arts

AUGUST

PRIORITIES

- ☐ Register for workshops at reception@ca.org.nz
- ☐ Start your own promotional campaign
- ☐ Prepare social media, website and/or work for October
- ☐ If required, order business cards and/or other personal materials
- ☐ Select exhibition piece (or pieces if you are in a group)

WHAT'S ON

- Online Artist Profile development begin
- Professional development workshops begin
- Artist's hui for each region begin
- Marketing materials will be sent out
- Artists visit artists studio visits begin*

Keep an eye out for emails with times and places

TIPS

- During the Artist's Hui, if you are in your own studio you will be given signage, information, and any promotional materials. The Artist hui is also a great opportunity to ask questions.
- Feel free to add your own location and information to the marketing materials and promote them

SEPTEMBER

PRIORITIES

- ☐ Continue promotional campaign
- ☐ Finish all works for art trail
- have a range of price points
- ☐ Prepare works ready for sale - frame, tidy, attach hanging materials etc.
- ☐ Purchase/ prepare packaging materials
- ☐ Organise display materials
- easels, boxes, signage, stickers, pricelists etc.

WHAT'S ON

- Hub artists to visit spaces you will be in over Art Trail Weekend (you will be contacted via email for a date/time)

☐ **SEPTEMBER 12TH**
Exhibition work title and signed contract to be submitted

☐ **SEPTEMBER 27**
Drop off exhibition work to Square Edge Office

☐ **SEPTEMBER 28**
Installation of Art Trail Exhibition begins

TIPS

- If you are exhibiting in your own studio, use this time to prepare your studio (think about visitor pathways, safety, selling, wrapping and displaying works etc.)
- Contracts and work title templates will be emailed out before September 12th
- If you need to drop your work off before September 27th, please get in contact with us

OCTOBER

PRIORITIES

OCTOBER 3-7

- ☐ Do a final push on social media
- ☐ Invite guests to opening event

OCTOBER 8-14

- ☐ Post regularly on social media surrounding the Art Trail
- ☐ Final preparation of materials, presentation and packaging

WHAT'S ON

OCTOBER 8, 4PM

- Art Trail Opening Event

Location: Square Edge Arts Centre

OCTOBER 15-16, 10am - 4pm

- Art Trail Weekend

OCTOBER 25

- Exhibition deinstall*

*Please collect work within 2 days
or contact us*

TIPS

- Hub artists: take into consideration how you can pack up and transport your work safely to Square Edge. If you need help, organise people to assist!
- All artists: organise support for your stall over the weekend to allow you the opportunity to engage with visitors as they make their way into your art space



"Creativity is intelligence having fun"
— Albert Einstein

2022