

## SETTING UP YOUR STUDIO

or

## SHARED VENUE SPACE

If you go to Craft fairs you will know the drill but if not, here are some suggestions for displaying your work.

**You want to make sure that visitors can view your artwork or crafts at its best and beware of making it look too cluttered.**

- A **cloth** or paper covering for your table/s works well and makes it look less basic. Sometimes it looks good to combine more than one piece of fabric - plain or patterned
- Add **pebbles, shells, flowers, driftwood** to give interest and show off your work, particularly if this is appropriate for your artwork
- Try to have some **different levels** by either placing boxes under the table covering or paint or cover some boxes with paper
- A branch in a flower pot is a way of hanging small items in an attractive way (make sure it is fixed firmly). Some artists add battery powered lights for added twinkle!
- **Display your name and business name in full view, perhaps pinned to the front of your table/s.** If you have space on a wall or display board, your business name on a poster or using large lettering can be very eye-catching.
- **Cards** – a **card display stand** makes it easy for visitors to view the range of cards - Amazon does a range of inexpensive cardboard stands that work well and start at around £8 – alternatively, a box with cards stacked upright can work well – I tend to just display one of each card and keep the rest in a box at the back if I am short of space.
- **Mini easels** are useful and look good with a piece of small artwork – packs of these are inexpensive – I got some from Hobbycraft.
- For **larger prints/mounted photographs** a **wooden plate rack** is a good way of displaying your work – again, Amazon has some simple ones that are inexpensive
- A **browser** is great for larger artwork but is a bit of an investment. A large box covered in wrapping paper can work as an alternative or a wooden crate
- **Sticky labels** for pricing and naming your work
- **Have a stack of business cards or bookmarks with your contact details on – people often get in touch after the event (I make bookmarks using cut-up artwork that didn't quite make it into a mount or frame)**
- The plan is to have freestanding display boards at each shared venue so you can hang artwork on these – lighter pieces can be attached with Velcro sticky pads (*I have plenty*) and framed work will need a hanging string across the back and picture hooks to fit over the top edge of the board. I am still trying to locate display boards so, if you know of any that might be available, please let me know.

- Make sure you have a **cash float** – a lockable box is a good idea. – if you need to leave your stand for any reason, take any money with you and ask one of the other artists to watch your place.
- A lot of people will want to pay by card, so a **card reader** is useful but not essential
- Make sure your area is safe – no bags or boxes sticking out that visitors could trip over. It is good practice to do a risk assessment so you can recognize potential hazards and eliminate them. (attached is a **risk assessment** form) In your own studio, make sure it is safe for visitors to walk around and limit the number of visitors at any one time
- If you are opening your own studio/workplace please make sure you have **Public Liability Insurance** as it covers you against any unfortunate accident to yourself/ public and also for loss or damage to your work. **a-n membership** provides cover and is not expensive or you may be able to get cover via your home insurance.

### **Other ideas**

Have something you can work on in quiet moments – a sketchbook, watercolour, knitting, embroidery etc

If you do **workshops**, let people know about them and how they can contact you.

Display your work so that it is a contrast to the work in progress and tidy your storage.

**Each venue will be provided with a ‘clicker’ to record footfall – this is important as I have to record the success of the event for Creative Scotland and ‘footfall’ is one of the areas they want.**

There will also be a register for people to sign in and be added to our contact list and also to make comments about the event – this will be provided

You might have an activity that visitors can try for themselves but managing this can be difficult, so plan how it could work in advance so you are prepared. You could offer a ‘taster day’ sometime in the future? Perhaps have some ‘vouchers’ which offer a slightly reduced price?

You can offer refreshments and ask for a donation to charity (we said Bethesda Hospice) but this is optional. I am also going to have some plants for sale in aid of Bethesda.

### **Framing/ mounting work**

If you are putting photographs or artwork into mounts, the backing board should be hinged to the mount. (*this makes it easier if buyers take the work to be framed.*) Wrap in cellophane or use a cello bag. I like to include a business card in each package and a bit about the work to inform the purchaser. Inexpensive mounts are available from [www.rinkit.com](http://www.rinkit.com) or [www.therange.co.uk](http://www.therange.co.uk)

IKEA do inexpensive frames. Cellophane can be obtained on a roll or go for bags - Cello Express or Amazon or Hobbycraft.

If you have a range of work from small and inexpensive to framed work or larger pieces that are pricier, you can appeal to most comers. Remember they will not be buying from each artist but might pick up a business card with your contact details and get in touch after the event. I have

found that cards, calendars and small, mounted work sells well, whereas larger framed work was a slower burn, with people getting back in contact at a later date.

Pricing your work is a constant problem – if you take into consideration your time, cost of materials, overheads etc it makes each item expensive but ... you do need to cover your costs, make a small profit and make the price realistic.

**HAVE A GREAT TIME – I HOPE OSH IS A SUCCESS FOR YOU!**

**RISK ASSESSMENT**

Potential risk	To whom?	Risk level high/medium/low	Provision to manage risk	In place <input checked="" type="checkbox"/>
Outside studio – car parking				
Outside studio – trip hazards				
Inside studio – trip hazards				
Injury through falling				
Injury from studio equipment or materials				
Injury on steps or stairs accessing studio				
Children present – possible hazards				
Overcrowding in studio				
Damage to art/crafts through handling				
Injury to self while demonstrating work				
<b>Have a basic First Aid kit available and contact details for emergency services</b>				