

FESTIVAL VENUE INFORMATION HANDBOOK



This handbook covers everything you need to know about being a festival venue for the E17 Art Trail 2024.

THANK YOU for considering being a part of the festival and making our town feel really special for 16 days of art and possibilities! Walthamstow's communities will really appreciate it.

YOUR BUSINESS AND COMMUNITY SPACES DOUBLE UP AS FESTIVAL VENUES

The **E17 Art Trail 2024** is an **arts festival** taking place from the 1 - 16 June. It promises to be a very exciting year.



WOULD YOU LIKE TO BE PART OF IT?

You could...

- 1) **Host an exhibition, a workshop, or a performance.** You decide how many your site can comfortably accommodate.
- 2) **Organise and curate** this yourself **OR** you could **host an artist or community group** with their own creative ideas. Please see our **E17 Art Trail Handbook** to prepare your event listings.
- 3) **Become a festival 'hub'** and host many creatives under one roof.
- 4) Get on the map as a **festival sponsor** and have special promotions for festival visitors.

*'It's a total transformation when art trail artists exhibit in St Barnabas'
Churchwarden
(10 exhibitions and events 2021)*

WE BELIEVE **ART CAN HAPPEN ANYWHERE**

Festival venues can be: hair salons... shops... garden centres... schools... faith spaces... cafes and bars... community centres... industrial units and workshops... solicitors... parks... jewellers... picture framers... estate agents... all within the E17 postcode , alongside many open studios, homes and gardens.

Your space could host displays in windows or even become an art centre for a fortnight!



WHAT IS THE E17 ART TRAIL?

The **E17 ART TRAIL 2024** is taking place from **1-16 June**.

The E17 Art Trail is an artist-led, community-powered arts festival that gives the opportunity for artists and makers of all ages and abilities to exhibit and promote their work, connect with other creatives and be part of their local neighbourhood.

With no selection process, E17 Art Trail welcomes all types of creative work. Artwork can be exhibited or performed in a variety of venues, such as galleries, homes, studios, businesses and community spaces located within the E17 postcode.

The festival makes visible and celebrates the creativity of artists and creative citizens living and working in and around Walthamstow, East London. It is produced and gently curated by Artillery.

The festival programme grows from the ideas percolating in our neighbourhoods and among artists. Collaborations and partnerships evolve between artists, with businesses, community groups, learning settings, faith places and neighbourhoods: **collectively we transform our experience of where we live, work and play through art.**

The **2021 E17 Art Trail** in numbers: **2817** artists and performers, **860** event organisers and volunteers, **182** venues, **15** schools and colleges and **44** business venues (*Not bad during a pandemic!*).

WHY HOST AN E17 ART TRAIL EXHIBITION OR EVENT?

Benefits include...

- An opportunity to tell your story
- Being associated with art, culture and innovation
- Contributing to your local community
- Increased business from trail visitors and new customers
- Being a destination on the festival map
- Publicity generated by exhibiting artists' social media posts and guest invitations
- A new story to tell your clients and followers
- New ways to connect with customers



TIPS FOR CHOOSING & WORKING WITH ARTISTS

We appreciate you are busy running your business or organisation. These suggestions could help you have a clear process for selecting and working with artists.

Step 1: Initial contact - be prepared for artists to approach you and decide the best way to receive artists' proposals. Is this by email? Phone? On paper? Or briefly in person?

Step 2: Schedule a meeting to discuss ideas and see examples of work. Talk about how the artwork is a good match for your business and the available space.

Step 3: Ask the artist to draft an agreement which could include:

- Examples of the work to be exhibited or performed and how they will be hung or presented within your venue
- Main contact for each party
- Dates of delivery, installment, take down and removal of artworks
- Best access times for installing, i.e. when you are least busy with customers



continues

TIPS FOR CHOOSING & WORKING WITH ARTISTS *continued*

- If there is a requirement to undertake a risk assessment?
- Will artworks be for sale? How will that be managed? Will there be a commission arrangement or enough to cover card transactions?
- Will events or workshops be bookable or drop-in?
- Will you extend your usual opening hours for a special launch or throughout the festival?
- Who will cover the cost for event and exhibition listings in the festival programme? (£60/£75)

Step 5: All exhibition & event details must be finalised and submitted to Artillery via www.e17artrail.co.uk by Monday 1st April

Agree who is responsible for including the exhibition /event in the festival programme. Is it you? Is it the artist(s)?

Step 6: Tell everyone!

Step 7: Enjoy being part of the festival



HOW TO PUBLICISE YOUR VENUE

Tell everyone!!

As a festival venue, we would love you to make the E17 Art Trail 2024 as visible as possible!

The E17 Art Trail creates the overall festival publicity.

A month before the festival launches we host a day for exhibition & event organisers to pick up their publicity materials.

Publicity materials include venue posters, window stickers and, if applicable, festival banners. Please agree what festival publicity you are happy to display and how.

Digital assets and logos are provided should organisers and festival venues wish to create their own publicity.

Host venues and E17 Art Trail participants play a vital role in promoting the festival. Please tag us in your venue's social media using **#E17ArtTrail**



CONTACTING THE E17 ART TEAM

For more information visit our festival website
www.e17artrail.co.uk

Please stay in touch with us as you develop your plans. If you need assistance, please do not hesitate to contact us at events@artillery.org.uk

Or, if you need to discuss access requirements, email access@artillery.org.uk or call, message or WhatsApp as it suits you on 07947 275774.

*With many thanks,
Laura, Morag and Tony - The Artillery Team*

Artillery

**Mobilising creativity
in neighbourhoods**

To find out more about Artillery,
our values and our recent
projects please visit
www.artillery.org.uk