KEY INFORMATION FOR ARTISTS & ORGANISERS

E17 ART TRAIL HANDBOOK

E17 Art Trail 2024

This handbook covers everything you need to know about participating as an artist in the E17 Art Trail 2024. It includes how to register, get support and find inspiration for your exhibitions and events.

For further enquiries email events@artillery.org.uk or call 07947 275774. To discuss access requirements email access@artillery.org.uk, call, message, or WhatsApp as suits you on 07947 275774.

The E17 Art Trail 2024 is an arts festival taking place from 1 - 16 June.

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

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!).

Artillery

Mobilising creativity in neighbourhoods

E17 Art Trail 2024

With **no selection process**, the E17 Art Trail welcomes all artforms.

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. They can also be hosted online.

You don't have to be a resident of Walthamstow to take part but you will need to make some links to the area to organise your events.

WANT TO BE INSPIRED?

See our short films below for why others took part in 2021 & 2019, and visit our **Meet the Artists** page on our website.

Or **Hear from Teachers, Young Creatives and School Leaders** about why taking part in the E17 Art Trail is valuable to them and their school community.

Creativity as we know is a vehicle to help us with our well-being.

Your event(s) must take place during the 1 - 16 June 2024.

You decide the opening times within these dates that suit you or your venue. **You can, of course, open for longer** beyond these dates.

Consider your intended audience. Would they require daytime, evening or weekend opportunities to view your work?

FESTIVAL THEME: VALUE

To refresh and inspire the conversation each festival we choose a theme. Value is our theme for 2024. You are welcome to plan your E17 Art Trail exhibition or event with this theme in mind or follow your own creative idea.

This year's theme can be interpreted in a variety of ways. You might think of value in terms of how art creates value: does it give your life deep satisfaction or give great enjoyment with audiences? Does art create value by bringing your neighbourhood together or does it create talking points that are of value to society? Or you might be interested by systems of value and valuing?

If you choose to work to our theme we look forward to seeing and hearing about your very own unique interpretation!

E17 Art Trail 2024

KEY STEPS TO TAKE PART

E17 Art Trail 2024

1. Come along to network events, **workshops** and **one-to-ones** in the festival lead up

2. Support the festival by **signing up to EasyFundraising**

3. **Decide what artwork you want to exhibit or perform (and make it!)**

4. **Find a suitable venue** and outline a proposal for them and any other collaborators

5. **Register and pay to take part** (from January 2024 available here)

6. Submit all your **event or exhibition listing details** (Deadline 1 April 2024)

7. Think about how you will **manage your events**, health and safety and accessibility

8. **Do lots of promotion** for your events as well as support the overall festival publicity

9. **Create the welcome** - get ready to open your doors!

WHAT'S NEW?

The E17 Art Trail 2024 is happening as the cost of living crisis continues to bite. Many of you know that funding for the arts is scarce and, as a result, Artillery are embarking on delivering this festival on a shoestring budget.

We will continue fundraising to attempt to increase our capacity for artist support and creative community initiatives. You can help by nominating Artillery to receive donations from many online retailers as you shop. For full details see here.

This year we're piloting an exciting new collaboration with Bloomberg Connects.

This free app will replace the traditional paper format of our printed E17 Art Trail Guide and will work in conjunction with a foldable (paper) map. See here.

This year publicity materials such as posters will need to be purchased and pre-ordered. This means we can keep the registration fees the same as for 2021 and allow you to invest in the publicity materials as your budget allows. Digital versions will be free.

HOW TO FIND A VENUE

Finding a suitable venue could possibly be the most challenging thing about taking part in the festival.

— Are you thinking of hosting your event in your home, workplace or somewhere else?

— What suits the scale, design, form and theme of your artwork best?

The simplest way to start is to get out there to look for a venue - all within the E17 postcode, of course! If you wish to show in a public space ensure you have permission from the relevant authority to use it.

Think about potential collaborations with other artists to make the most of the opportunities that the venue offers.

There are several resources available to help you with this such as our 'How To' workshops, Idea Sparks Talks and discussions with other artists via our invaluable **Walthamstow Creatives** whatsapp or facebook groups.

Have you seen our **Venue Information Handbook**? We recommend you share this with your venue as it could be a helpful reference for them.

E17 Art Trail 2024

VISUAL STORY

WELCOME TO THE E17 ART TRAIL

We are over 2,500 local artists and residents who decided to share the creative things we make as part of a festival called the E17 Art Trail.

E17 Art Trail 2024

Previous trail events, exhibitions and performances have taken place in all kinds of spaces, such as:

— Artist's or supporter's home or garden

— Art studios

— Community centres

— Faith spaces including churches

— Libraries

— Picture framers

— Museums

— Schools, colleges and nurseries

— Social clubs

— Fitness centres

— Doctors and chiropractors waiting rooms

— Cafes and restaurants

— Pubs and breweries

— Independent retailers

— Health food stores

— Bookshops and gift shops

— Estate Agents

— Jewellers

— Charity shops

— Hair salons and nail parlours

— Garden centres and florists

— Fences and hedgerows

— Garages

— Public squares

— Public parks

— Window galleries

Can you think of any more?

E17 Art Trail 2024

VENUES – PROPOSING AN EXHIBITION OR EVENT

If you are approaching a venue, managed by someone else:

— Ensure it is **safe and accessible**.

— **Introduce yourself** and the E17 Art Trail to them by phone or email. Not all venues have the time to receive visiting artists.

— If the venue holder agrees to meeting you, **have images ready** of the type of artwork to be shown.

— Have your **Venue Information Handbook** at the ready.

— **Build a relationship** with their main point of contact and outline a proposal to them.

If all goes well, it may need several visits before you complete a written proposal.

Your proposal could include:

— What the venue should expect from you and what you require from the venue.

— How the work will be installed. What fixings are you using?

— What are the best access times for site visits, delivery, installment, take down and removal of artworks? e.g. not when busy with customers

— Confirmation of **event dates and opening times** and if they extend beyond the venue's usual opening hours. (You can, of course, exhibit the artwork beyond the Art Trail dates of 1-16 June 2024).

— How you will remedy any damages from fixings.

PROPOSING AN EXHIBITION OR EVENT *continued*

— Is there a need for you to undertake a risk assessment?

— How will **sales of artworks** be managed?

Keep in contact with each other and stick to your written proposal.

Be professional and be mindful they are running a business!

Image Courtesy Pauline Cushnie

VENUES – 'OFF THE MAP' AND ONLINE

This map shows the E17 postcode area. Occasionally artists have hosted events outside of the E17 postcode which we have listed as **'Off the Map'** such as artist-led walks or workshops in Epping Forest - please get in touch with **events@artillery.org.uk** if you wish to do this.

You could also submit an **online project**. An online event could be pre-recorded or live, an online gallery, a studio tour or artist talk via zoom, or online workshop.

REGISTERING TO TAKE PART

How to register for the E17 Art Trail 2024:

1. We will launch the registration process in **January 2024**.

2. A link to **pay registration fees** will be included in Artillery's January <u>newsletter</u>. Your registration fee pays for your exhibition or event listing on the E17 Art Trail 2024 App.

4. Please ensure your **event details are finalised and listed correctly** for inclusion in the festival programme by **1 April 2024**. It is unlikely that these can be amended after this date.

E17 Art Trail 2024

Photographer Jane Sharp

REGISTRATION FEES

Registration fees pay for artist exhibition and event listings

Early bird fee £60 (Until 14 February)
Full price fee £75 (From 15 February)
From early January until 14 February 2024 register for an 'early bird' exhibition or event listing.

Receiving your registration fees by 14 February helps us plan by knowing what budget we have raised. It allows us, for example, to work out if we can afford to book advertising on the underground.

Festival supporters fee £25
Support the festival and share your creative passion with artworks visible 24/7 out on the art trail. This is a simplified type of listing and gives NO event times. This could be outdoor artworks, window displays or online content that is available for the duration of the festival.

If you find the registration fees prohibitive, please consider collaborating and sharing venues or being part of a group exhibition. Look out for open calls for group exhibitions organised by community groups and other artists.

Photographer Jane Sharp

E17 Art Trail 2024

WHAT YOU RECEIVE FOR YOUR REGISTRATION FEE

Artillery provides the following resources:

1. Artist development programme in festival lead up including: Networking Events, How to Workshops, and One to Ones

2. E17 Art Trail Handbook for artists

3. Health & Safety Pack

4. Venue Information Handbook

5. Partner Pack for Sponsors and Advertisers

6. Festival App with full programme

7. Digital Marketing materials

8. Printed Marketing Materials to pre-order incl. Posters, vinyls, banners

9. Printed Trail Maps

10. Gentle Curation with Festival Theme

11. Publicity Campaign & Social Media

12. Community and Schools Engagement Programme - funding dependant

13. Audience Engagement Initiatives - funding dependant

We will send further information on these once you have registered to take part.

PARTICIPATING IN THE E17 ART TRAIL YOU AGREE TO:

1. Do risk assessments to keep your venue safe for visitors and collaborators.

2. Have appropriate publicity liability insurance*.

3. Include access information for visitors.

4. Complete feedback forms provided by us as part of the evaluation.

5. Take part in the spirit of our **shared values**.

Artillery's Values

— **Creativity:** We believe that art can happen anywhere.

— **Inclusivity:** We welcome everyone.

— **Collaboration:** We foster collaborations.

— **Thinking local:** We support local economies.

— **Sustainability:** We champion sustainable, climate responsible approaches.

*For artists insurance, Artists Newsletter have an affordable arrangement with an insurance broker for their members. See www.a-n.co.uk/about/insurance.

Submitting your EXHIBITION AND EVENT LISTINGS

The information you submit will be the same as in previous years although its format will look a little different. This information includes:

TITLE of your Exhibition / Event

NAME of Artist(s) / Group

VENUE address

EXHIBITION/EVENT OPENING HOURS

DESCRIPTION for example, what audiences can expect to see or do

CONTACT DETAILS Please provide either an email address or telephone number that can be made public for further enquiries.
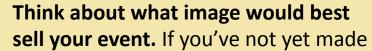
ACCESS INFORMATION Providing for visitors

SOCIAL MEDIA LINKS

*It is essential that you provide accurate details, check spellings and timings and submit via the exhibition and event listings form no later than **1 April 2024**.*

SUBMITTING YOUR IMAGES

One good quality main image is needed to accompany your event listing in the E17 Art Trail 2024 App. This will be used in a banner format (landscape 1:2) but will also automatically be cropped as a square thumbnail (see left for example). Please format your image as landscape 1:2 and at 72 dpi and submit it together with your exhibition listing.

Photographer Jane Sharp

Think about what image would best sell your event. If you've not yet made the artwork, choose an existing work, a detail of an artwork, a preliminary sketch or a model that best represents what you will be showing.

You must have permission to use the images you supply and give us permission to use in the app via the registration form. You must also give us the information needed to credit the image with the title, author of artwork shown, and the image copyright holder (typically the photographer unless you own the license to use it).

E17 Art Trail 2024

E17 ART TRAIL 2024 APP

Artillery is excited to announce that it has partnered with Bloomberg Connects. **We will benefit from their 'in kind' sponsorship by utilising their free app for mobile phones. It has been devised for arts organisations to share their programmes and art collections. The E17 Art Trail 2024 App will sit within the Bloomberg Connects App listed amongst good company including MoMA, Guggenhiem Museum, Horniman Museum, Camden Arts Centre and London Design Museum!**

The app can either work as a stand-alone festival programme with interactive map or, alternatively, it can be used in conjunction with our new fold out 'hard copy' E17 Art Trail 2024 map. This will continue to be distributed all over Waltham Forest and beyond.

The listings in the app will be comprehensive and mirror the 'real-life' experience of using our traditional hard copy Trail Guide used in previous years.

This is a more sustainable, affordable solution which also allows us to include film and audio.

The **Bloomberg Connect App** is **FREE** to download and is available to download on **Google Play** and **Apple's App Store**.

FESTIVAL PUBLICITY

Artillery will produce and distribute:

— The E17 Art Trail App

— A fold-out E17 Art Trail map to work in conjunction with the E17 Art Trail 2024 App

— Festival posters

— Railing banners

— Vinyl window stickers

This year, festival publicity materials such as printed posters, banners and vinyl window stickers will need to be purchased and pre-ordered.

All of the above will be available to collect during May 2024.

Free digital versions of all the publicity materials and E17 Art Trail logo will be made available for you to use for your individual exhibitions and events.

Budget depending, we also have ambitions to secure high profile marketing possibilities such as advertising on Transport for London.

18 DAYS • 200 VENUES • 2,500 EXHIBITORS
OVER 300 EVENTS AND EXHIBITIONS

E17 Art Trail 2021

POSSIBLE FUTURES

COME TOGETHER FOR WALTHAMSTOW'S FESTIVAL OF ART AND POSSIBILITIES

E17 ART TRAIL 1–18 JULY 2021

e17arttrail.co.uk

Your Individual Exhibition and Event Publicity

TELL EVERYONE!

Please help make the **E17 Art Trail 2024** as visible as possible!

Invite friends, family, neighbours, newcomers to the area who may not know (yet!)

With your help we can distribute publicity materials to key individuals, neighbours, friends at the school gate and wider to workplaces across London and beyond.

E17 Art Trail participants play a vital role in promoting the festival. Personal invitations are by far the most effective.

Keep us in the loop:

— Tag us in your social media using **#E17ArtTrail**

— Send us copies of press releases you write

— Send a couple of high quality images you allow us to share with press contacts

— Share any press, magazine or online coverage about your event

— Show us the different stages of work, we (and the public) love to see the behind the scenes stories too

E17 ART TRAIL 2024: ONLINE

e17arttrail.org.uk

#E17ArtTrail

MANAGING YOUR EXHIBITION and creating a welcome

— **Consider using signage**, even a simple 'Welcome' or 'Please come in' sign can encourage more visitors.

— **Direct people** with arrows where route may be unclear. (Please get permissions from the Highways team at Waltham Forest Council if you are putting signage in the street).

— **Plan the stages** of setting up your exhibition and who will be doing what to help.

— **Take photos** before opening /during, and upload to social media platforms.

— **Be there if you can**. Do you need people to help you? For example to answer the door while you spend time with visitors.

— Are **refreshments/nibbles** being provided, who will help serve/replenish it? Will you provide extra glasses, etc?

— **How will you manage sales of work?** Will the venue take sales in your absence? How will the transaction be processed? Who will package the item and how?

— **Evaluate** and make notes on positive and negative experiences as you go along.

— **Thank visitors** and ask permission to add them to your mailing list.

— **Follow up contacts** a few weeks later, thank them for coming and share links where people can see or buy your work.

ARTIST SUPPORT
'HOW TO...' WORKSHOPS

In the lead up to the E17 Art Trail we'll be hosting **'How to...' workshops** and informal social occasions for artists to meet each other.

'How to...' workshops will support you in preparing for the E17 Art Trail with Artillery and panel speakers sharing crucial tips for organising events and exhibitions for the festival.

They are a great way to be introduced to other artists and exhibitors. We invite you to come armed with your ideas and questions! You may find inspiration, collaborators or venues and generally sound out your ideas with others in a supportive space.

If you haven't already, sign up for our <u>newsletters</u> for 'How to...' Workshop announcements.

Photographer Jane Sharp

ARTIST SUPPORT
ONE-TO-ONES

From January to April 2024 we will be running **30 minute One-to-One sessions**.

These are to support your ideas, to offer advice and to answer any questions you may have.

Do book in advance to have a chat – we look forward to hearing your plans!

See newsletters for announcements on how to book.

PEER SUPPORT

There is **a wealth of knowledge** amongst the E17 Art Trail network meet and connect with each other here:

E17 Art Trail Artists & Organisers Group

Join WhatsApp groups for Waltham Forest Creatives and E17 Art Trail planning

FUNDRAISING

We will continue fundraising to increase our budget for artist support and creative community initiatives.

You can assist us now by nominating Artillery on **www.easyfundraising.org.uk/ causes/artillery-cic/** or by downloading the easyfundraising app.

Every time you shop online with a listed retailer via the app, they will make a small donation to Artillery.

Artillery
Mobilising creativity
in neighbourhoods

easyfundraising

If you shop from your PC or laptop install the Easyfundraising Donation Reminder. It will quickly help you identify online 8000 retailers who are signed up to the scheme!

If you shop from your phone, use the Easyfundraising App to ensure retailers' donations help Artillery's projects continue every time you shop.

Artillery are producers and founders of the E17 Art Trail. We are a Community Interest Company.

Artillery grows projects from conversations on the streets that we share, creating a sense of place through community co-creation.

Artillery

Mobilising creativity in neighbourhoods

Artillery exists to...

— **discover** what happens when we invite people to collaborate creatively in neighbourhoods.

— **make visible**, share and celebrate people's skills, talent and imagination.

— **nurture** the conditions to collectively transform our experience of where we live, work and play through art.

www.artillery.org.uk