

Wokingham Arts Trail – 21st & 22nd September 2024

Application Information for Artists

Artists and craftspeople wishing to exhibit their own work in the Wokingham Arts Trail 2024 are invited to submit an application. In order to maintain standards, we ask new applicants to submit a portfolio of current work as part of the selection process.

Please complete and submit your application form online via the website by Friday 10th May. Then email four high resolution images of your recent work for social media and marketing purposes to info@wokinghamartstrail.co.uk

Some background information

The Wokingham Arts Trail is a co-operative group, headed by a committee formed of unpaid volunteers. The success of the event is dependent on every participant working together.

The Trail had its first event in 2009, when More Arts met with a group of local artists and formed the trail. In 2013 the trail became independent of More Arts and became self-funding.

Aims and Objectives

The intention is for artists to exhibit their work over a weekend (10.30 – 5.30pm) in September in order to show their work, methods and tools to the general public. The aim is to promote and encourage interest in the artistic activities of local people working in the arts and crafts.

Fees

All successful applicants, including guest artists, on becoming full members of WAT, will be required to pay an inclusive fee of £80 as subscription for WAT 2024. This covers the costs of running the website, hiring venues printing the trail flyers and other publicity. Payment must be made by 24th May; payment details will be emailed to artists following the selection process for new applicants.

Refunds

If you find you are unable to be part of the trail after paying your fee the following refund policy applies:

- Full refund before 24th May (closing date for fee and website info)
- £40 refundable before 25th June (brochure & posters deadline)
- Non-refundable thereafter.

In the unlikely event that the trail is forced to close due to events beyond our control all moneys paid will be carried forward to next year's event, minus a small amount to cover 2024 administration costs.

New artists

If you are new to WAT we ask you to submit an online portfolio of current work clearly labelled will include the brief summary of your work from the application form and images of 4 – 6 pieces of work. It may include a range of your work but should show clearly the medium which you intend to exhibit. Original work is preferred, presented as for exhibition and shown framed if appropriate.

The selection panel will be looking for:

- interesting original work
- good presentation
- a clear definition of the chosen medium or craft to be exhibited on the trail.

Images of work for the selection process should be submitted to info@wokinghamartstrail.co.uk by **Friday 10th May. Please see information below for all artists for details of how to label and submit your images.** All images of work should all be clearly labelled.

Priority will be given to those living or working within Wokingham Borough and we aim to represent a range of artists working in a variety of mediums.

Successful applicants will be informed by Friday 17th May.

All artists

Images

Please email **four** photographs of recent work to info@wokinghamartstrail.co.uk for inclusion on the website and in publicity.

Important: all photographs must be high quality jpeg or png format (at least 2Mb and 300ppi) and named as follows: your_name.name_of_piece.WAT_2024.

All 3d work should be displayed on a plain background.

If your images are too large to attach to an email, please add them to a zip file or send them to info@wokinghamartstrail.co.uk via a file-sharing service such as WeTransfer (<https://wetransfer.com/>).

Meetings

A meeting to welcome new applicants, to get to know each other and our work will take place on Wednesday 29th May.

Posters and brochures will be available for collection on Thursday 18th July and venue banners etc will be available for collection on Thursday 5th September – collection points to be announced.

Your commitment

Wokingham Arts Trail is a collaboration between participating artists. For the trail to be successful all artists must commit to:

- send website images by Friday 10th May and payment by the deadline of Friday 24th May
- attend all pre-trail meetings
- volunteer for additional roles as able
- hold valid public liability insurance (available through a-n - the Artists Information Company subscription <https://www.a-n.co.uk/about/insurance>)
- participate fully with your exhibiting group; this will include a visit to your venue before the trail begins to agree where each of you will set up your work and when this will be possible
- display trail publicity posters in the area local to their venue and to local public buildings.

Key dates

2 nd April	Applications open
10 th May	Closing date for applications – to include all website material and all images
14 th May	Selection panel for new artists
17 th May	Successful artists notified
24 nd May	Payment deadline
29 th May	Meeting to welcome new members, meet fellow artists and review draft brochure Save the date cards available
25 th June	Final deadline for brochure information/changes
18 th July	Collect brochures and posters
5 th September	Collect venue signage
9 th September	Direction signs erected
20 th September	Arts trail set-up
21 st & 22 nd September	Arts Trail Weekend
15 th October	Post trail review - members' meeting