

Wokingham Arts Trail – 19 and 20 September 2026

Application Information for Artists

Artists and craftspeople wishing to exhibit their own work in the Wokingham Arts Trail 2026 are invited to submit an application. In order to maintain standards, we ask all applicants to submit four photographs representing their current work as part of the selection process.

Please complete and submit your application form online via the website by Friday 27 February. At the same time, email four images of your recent work for the selection panel to: info@wokinghamartstrail.co.uk . These images do not have to be high resolution as they are for the selection panel only.

All 3D work should be photographed 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/>).

Images presented as part of the application may include a range of your work but should show clearly the medium which you intend to exhibit.

The selection panel will be looking for:

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

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 media.

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 all participants working together.

The Trail had its first event in 2009 and is 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. Generally work shown is for sale.

Fees

We have made the decision not to increase the membership fee this year therefore all successful applicants on becoming full members of WAT, will be required to pay the inclusive fee of £80 as subscription for WAT 2026. This covers the costs of running the website, hiring venues, printing the trail flyers and other publicity. **Payment must be made by 27 March**; payment details will be emailed to artists following the selection process for 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 27 March (closing date for fee and website info)
- 50% refund before 22 May (brochure & posters draft deadline)
- Non-refundable thereafter.

In the unlikely event that the trail is forced to close due to events beyond our control money which has not already been spent on publicity etc., will be refunded on an equal basis.

Successful Artists

Successful applicants will be informed by Friday 6 March. By Friday 24 April successful applicants must then submit the two images, one of which will be printed in the brochure. These images must be high resolution:

Important: the images for the brochure must be high quality jpeg or png format (at least 2Mb and 300ppi) and named as follows: `your_name.name_of_piece.WAT_2026`.

(For example - `janet_richardson.silver_pendant.WAT_2026`)

One image must be in landscape orientation and the other portrait. One will be printed in the brochure but which will be used depends on the final brochure layout, if you wish you may photograph the same piece of work in the each orientation, or you could send photographs of two different pieces. These photographs should be in the usual photograph ratio (width and height) generated by cameras or smartphones, it is possible that some minor clipping may occur during the layout process.

Venue Leaders

Where a venue hosts a number of exhibitors a 'Venue Leader' volunteer will be sought to lead the activities at the venue.

Meetings

A meeting to welcome applicants, to get to know each other and our work will take place on Thursday 28 May. At this meeting exhibitors will be asked to verify that their brochure entry is correct.

Brochures and posters will be available for collection on Friday 19th June, and venue banners etc will be available for collection on 28 August – 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 be prepared to volunteer for additional roles (e.g. venue leader, publicity, social media, and arranging venues), and commit to:**

- distribute trail brochures to appropriate premises
- make payment by the deadline of Friday 27 March and submit brochure images by Friday 24 April
- attend all pre-trail meetings
- hold valid public liability insurance (available, among other suppliers, 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
- Cooperate with the venue leader where appropriate
- display trail publicity posters in the area local to their venue and to local public buildings.

Key Dates

23 January	Applications open
27 February	Closing date for applications – to include images for selection panel
6 March	Selection panel for artists
6 March	Successful artists notified
27 March	Payment deadline
4 April	Chosen photograph for brochure submission deadline
28 May	Meeting to approve each artist's entry in brochure
19 June	Collect brochures and posters - venue TBA
14 August	Display posters from this date
28 August	Collect venue signage
14 September	Direction signs erected
18 September	Arts trail set-up
19 & 20th September	Arts Trail Weekend
21 October	Post trail review - members' meeting