



# art TRAIL MANAWATŪ

## ARTIST GUIDE

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# art

## TRAIL MANAWATŪ

### GENERAL INFORMATION

#### **Square Edge Office Hours:**

Monday to Friday 10am - 4pm

#### **Website:**

[www.communityarts.org.nz](http://www.communityarts.org.nz)

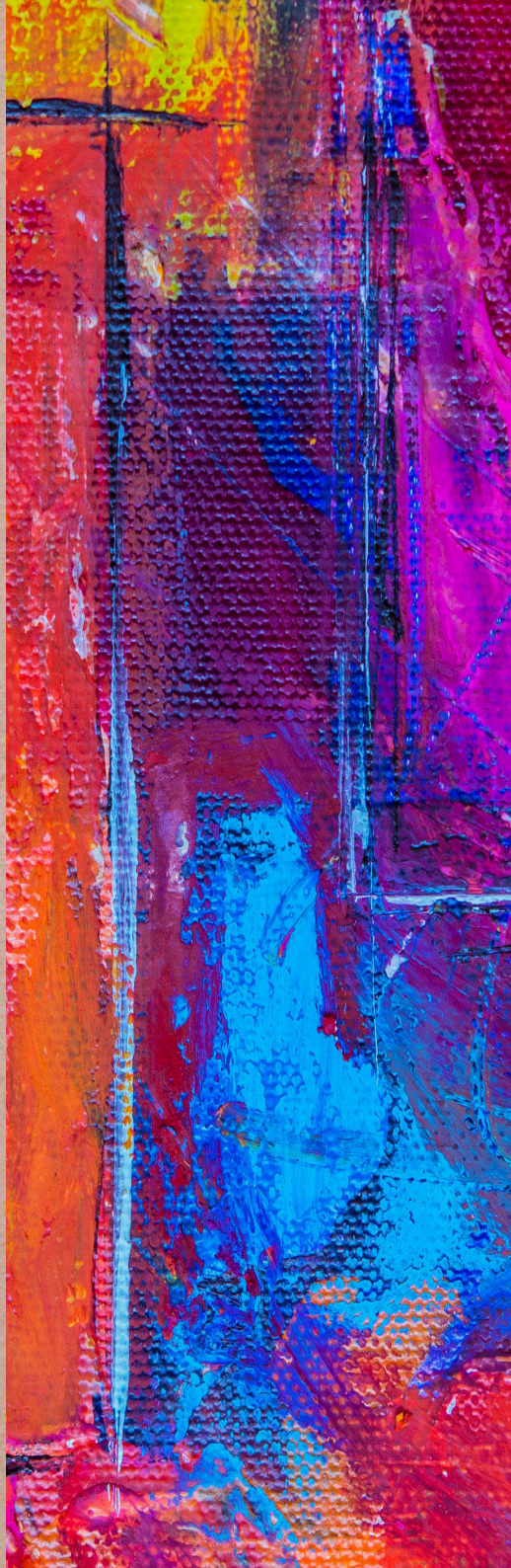
**Email:** [reception@ca.org.nz](mailto:reception@ca.org.nz)

**Phone:** 06 241 8444

\*Please note all of our staff work 30 hours a week, so may not respond immediately.

We appreciate your patience\*

For more detailed information, refer to "Maximising your Art Trail Experience" under the Art Trail Manawatu tab on our website



**Tēnā koutou katoa – hello to you all, and welcome to our  
Art Trail Manawatū Artists' Guide.**

While the Square Edge team will still use email as our first point of contact, it is our intention to provide you with all key information and dates in this guide, so that the art trail process is easy to access and stay on top of in the busy build up period.

This guide provides you with our Square Edge contact information, key dates, monthly priorities, and useful tips to help you make the most of your art trail experience. Please take a few minutes each month to check in on the process and look out for our emails. If you haven't heard from us, please check your junk mail.

As always, we are delighted to extend our support and look forward to working with you to make this another very successful Art Trail

*ngā mihi*

Square Edge Team

# AUGUST

## PRIORITIES

- Start your own promotional campaign
- Prepare social media, website and/or work for October
- If required, order business cards and/or other personal materials
- Select exhibition piece (or pieces if you are in a group)

## WHAT'S ON

- Online Artist Profile development begin
- Artist's hui for each region begin Marketing materials will be sent out

## TIPS

- During the Artist's Hui, if you are in your own studio you will be given signage, information, and any promotional materials. The Artist hui is also a great opportunity to ask questions.
- Feel free to add your own location and information to the marketing materials and promote them

# SEPTEMBER

## PRIORITIES

- Continue promotional campaign
- Finish all works for art trail
  - have a range of price points
- Prepare works ready for sale - frame, tidy, attach hanging materials etc.
- Purchase/ prepare packaging materials
- Organise display materials
  - easels, boxes, signage, stickers, pricelists etc.

## WHAT'S ON

- Hub artists to visit spaces you will be in over Art Trail Weekend (you will be contacted via email for a date/time)
- Exhibition work title and signed contract to be submitted
- Drop off exhibition work to Square Edge Office from the 23rd - 30th of September

## TIPS

- If you are exhibiting in your own studio, use this time to prepare your studio (think about visitor pathways, safety, selling, wrapping and displaying works etc.)
- Contracts and work title templates will be emailed out before September 12th
- If you need to drop your work off before September 27th, please get in contact with us

# OCTOBER

## PRIORITIES

- Do a final push on social media
- Invite guests to opening event
- Post regularly on social media surrounding the Art Trail - tag Square Edge so we can share too!
- Final preparation of materials, presentation and packaging

## WHAT'S ON

- Exhibition install -  
1st - 3rd of October
  - Art Trail Opening Event  
*Location: Square Edge Arts Centre*  
*Time: Doors open 5.00pm*
  - Art Trail Weekend -  
12th and 13th of October,  
10am-4pm
  - Exhibition deinstall -  
29th of October\*
- \*Please collect work within 2 days or contact us\*

## TIPS

- Hub artists: take into consideration how you can pack up and transport your work safely to Square Edge. If you need help, organise people to assist!
- All artists: organise support for your stall over the weekend to allow you the opportunity to engage with visitors as they make their way into your art space

*"Creativity is intelligence having fun"*  
- Albert Einstein

