







ARTIST GUIDE







GENERAL INFORMATION

Square Edge Office Hours:

Monday to Friday 10am - 4pm

Website:

www.communityarts.org.nz

Email: reception@ca.org.nz

Phone: 06 241 8444

Please note all of our staff do not work full time hours, so may not respond immediately. We appreciate your patience

For more detailed information, refer to "Maximising your Art Trail Experience" under the Art Trail Manawatū 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.
Display and distribute promotional material
Prepare social media and/or website.
Prepare Art work for October
If required, order business cards and/or other personal materials.
Select art piece for Trail Mix exhibition.

WHAT'S ON

- Online Artist Profile development begin.
- Marketing materials will be available to collect/receive.
- Art Trail promotion begins



- Feel free to add your own location and information to the marketing materials and promote them

September



PRIORITIES

Continue promotional campaign.

Continue to distribute promotional material

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.
- Guidebooks ready to collect.
- Exhibition work title and signed contract to be submitted by
 14th September
- Drop off exhibition work to Square Edge Office from the

22nd-26th September



- 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 by the end of August.
- -If you need to drop your work off before September 22nd, please get in contact: reception@ca.org.nz

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

Prepare for any demonstrations / interactions over the trail weekend

Document the weekend if you wish

WHAT'S ON

- Trail Mix Exhibition install
 30th Sep 3rd Oct
- Art Trail Opening Event Date: Friday 3rd October Location: Square Edge Arts Centre

Time: Doors open at 5.00pm

- Art Trail Weekend
 18th and 19th October,
 10am-4pm
- Exhibition deinstall
 30th October*
 *please collect artwork within
 2 days or contact us*



- Hub artists: take into consideration how you can pack up and transport your work safely to your exhibit space. 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