



DULWICH FESTIVAL ARTISTS' OPEN HOUSE

2024

11-12 MAY & 18-19 MAY 2024, 11 - 6PM

GUIDELINES FOR ARTISTS

WHAT IS DULWICH FESTIVAL ARTISTS' OPEN HOUSE?

The Dulwich Festival is a vibrant celebration of the arts, culture, history and community of Dulwich. As part of the festival, Artists' Open House provides an opportunity for artists, designers and makers to showcase their original work, and for visitors to meet the artists, in an informal setting.

WHO CAN TAKE PART?

Artists who live, work or have a venue (home, studio, café, gallery...) in and around the Dulwich area in which to exhibit. The central areas covered by the Dulwich Festival Artists' Open House event are **SE21, SE22** and **SE24**, extending into parts of **SE15, SE5, SE27, SE23** and **SE26**. If in doubt please check the boundary map.

KEY DATES

Friday 12 January 2024 Deadline for registration

April 2024 (tbc) Network Event and launch of the Dulwich Festival catalogue.

Monday 6 - Friday 10 May 2024 Artist previews (optional)

Friday 10 May 2024 The Dulwich Festival launch

Saturday 11 & Sunday 12 May 2024 1st weekend of Dulwich Festival Artists' Open House

Saturday 18 & Sunday 19 May 2024 2nd weekend of Dulwich Festival Artists' Open House

INSURANCE AND SAFETY

Artists/hosts are responsible for insuring their work and the contents of their home during the weekends. Check that your existing policy provides adequate cover before registering to take part. The Dulwich Festival does **NOT** provide insurance of any kind. Public liability insurance is essential and you **MUST** ensure that you have this in place.

The Artists' Information Company www.a-n.co.uk has information regarding public liability insurance.

THE FESTIVAL CATALOGUE

A catalogue containing the images and descriptions of the work of registered artists is produced with a print run of 15–20K copies. The catalogue will be available to the public in libraries, local shops, bars, cafés, galleries etc. Information about the event and all participating artists is also available on the Dulwich Festival website www.dulwichfestival.co.uk

SIGNBOARDS

Once again we are delighted that Truepenny's are our Principal Partner, and will be supplying the highly valued signboards. Please ensure you register your requirement to have a board erected outside your venue as a visual location finder. This is free of charge.

YOUR ENTRY

The image you use attracts the visitors, so is the most important part of your entry and needs to best reflect the quality of your work. Our minimum requirements are:

- A high resolution 300dpi JPEG
- Avoid dark images as these do not work well on uncoated paper
- Do not use images from websites as they are generally low resolution and unsuitable for print
- Each image **MUST** have a file name on the image in this format **ArtistsName_Postcode_2024.jpg**
- **EXAMPLE FROM LAST YEAR**



CatherineMacleod_SE21_2024

- If supplying multiple images please add _01, _02 at the end of each file name

TEXT

The text in the catalogue is your opportunity to tempt visitors to see your exhibition and should best reflect your work. Remember:

- **A maximum of 35 words.** Please note this is the maximum we can accommodate as this is determined by the template.

- **Website or one social media channel - most use Instagram.** Again please note space is limited and any additional ones will have to be included as part of your 35 words.
- You will have the opportunity to check and approve your entry.
 - Check your description carefully as amendments may be subject to a £5 charge for each change.

REGISTRATION

Registration, along with payment must be completed via the online entry form, and a high resolution image (correctly labelled - see above) to be provided by email, before Friday 12 January 2024.

By registering to take part you are agreeing to the above terms and to being open during the specified dates and times.

PAYPAL PAYMENT METHOD

The registration fee is non-refundable (unless we are unable to accommodate your entry). Payment must be made in full for your choice of entry at the time of registration.

Our method of payment is via PayPal. The registration form will automatically direct you to where you can pay via PayPal, credit card or debit card at the end of the registration process.

PLEASE NOTE: The old bank account will no longer be in operation, so please delete the details from your systems.

Entry Fee

One form only to be submitted, and one payment only, whether showing individually or as part of a group.

A nominated lead for each group needs to be appointed to supply address and act as main contact.

Artists' Fee

Every artist taking part MUST pay an entry fee of £20 each, whether showing solo or as part of a group.

Catalogue Space Fee

As an artist or host you must select the space size of your entry in the catalogue and add this to the number of artists showing.

¼ page £95 + £20 per each artist showing

½ page £190 + £20 per each artist showing

Full page £380 + £20 per each artist showing

Double Page £760 + £20 per each artist showing

Eg: ¼ page £95 plus 1 artist £20 = £115

OR ½ page £190 plus 3 artists at £20 each £60 = £250

COMMUNICATIONS

For general communications such as newsletters, networking events etc, please supply, on the form, the contact details for each artist showing.

PUBLICITY

Between 15-20k copies of the festival catalogue are printed, along with additional leaflets, and posters.

Dulwich Festival Artists' Open House event is promoted through the Dulwich Festival website, Instagram, Facebook, Twitter, and in local publications / websites and with our media partner. Many artists produce their own flyers and deliver these door to door as well as displaying in local shops etc alongside the catalogue and posters.

Additionally, all registered artists have the opportunity to have a Dulwich Festival Artists' Open House signboard outside their venue at no extra cost.

PREPARATION

We hope that you will find Dulwich Festival Artists' Open House a rewarding experience both personally and commercially. It is an excellent opportunity to meet the public, make contacts, receive feedback and sell your work. However, it is a huge undertaking which takes thought and preparation.

You must feel comfortable opening your home to strangers. Visitor numbers can vary throughout the day and at each venue. The success of your Dulwich Festival Artists' Open House cannot be guaranteed but the number of visitors you have will be influenced by how much of your own publicity you do.

PRIVATE VIEWS

Many venues choose to have a private view in the run up to Dulwich Festival Artists' Open House (w/c 6-10 May 2024) as a way of generating excitement, launching your show and helping to promote sales. It is also a chance for you to invite and visit other artists before the festival begins, as many of you said this was something you would like to do. However, it is a matter of personal choice and is not advertised in the catalogue.

Email: AOH@dulwichfestival.co.uk

[DULWICHFESTIVAL.CO.UK/ARTISTS-OPEN-HOUSE](https://dulwichfestival.co.uk/artists-open-house)

#DulwichFestival #ArtistsOpenHse

DULWICH FESTIVAL ARTISTS' OPEN HOUSE 2024 BOUNDARY

