

DORSET VISUAL ARTS

E-NEWS 2

February 2010

DORSET
Art
WEEKS

29 May to 13 June 2010

10TH
BIENNIAL

OPEN
STUDIOS
EXHIBITIONS
EVENTS

DORSET ART WEEKS PUBLICITY UP-DATES

BROCHURE

Proof Reading and Signing Off.

As promised, since your opportunity to amend your entry, we have undertaken a proof reading stage. This has included a certain amount of editing to standardise the presentation of opening times and distances. This has now been completed and is with the designers.

The section of the brochure that includes your entry will be emailed to you as a pdf file by the 18 March.

If you don't have email, a hard copy will be with your Area Co-ordinator by the 19 March. They will make an arrangement with you to make sure you see it.

Particularly check:

- email addresses
- telephone numbers
- opening times

Also

- that your venue number corresponds to the one on the area map.

If you find any remaining typographical errors -

Please copy an email with corrections to: admin@dorsetvisualarts.org

THIS MUST BE DONE BY 4PM MONDAY 22 MARCH - AT THE VERY LATEST.

No reply is confirmation that your entry is accurate - we really can't sift through 800 emails just to find corrections!

Please remember this is a proof reading stage. Any alterations to content will have to be charged to you.

WEBSITE

The Dorset Art Weeks website will be going live soon, to start the indexing process through the search engines and we are aiming to have any corrections completed by the beginning of April. Although it will start to run live, please be assured that we will continue to be checking map pin positions and also up-dating events and information.

I will be contacting those people who have previously raised web issues to explain what we have and haven't been able to resolve.

As with the brochure, amendments to content will have to be charged.

Thank you for your co-operation.

POST CARDS - BANNERS ETC

As most of you know, we are producing a mass of post and business cards to fill the communication gap between you, the brochure and other advertising. If, via your co-ordinator, it's possible to get your share to you ahead of the brochure we will.

Studio banners will include the year and explain DAW as Open Studios, Exhibitions and Events. To answer the oft asked question: the year is included to prevent 'imposters' trading on your investment!

DISTRIBUTION

We will ensure that all Area Co-ordinators have details of the distribution plan for all the marketing materials. The key elements that relate to you as exhibitors will be included in the next E-News.

Thank you for all your co-operation - Jem

MARKETING HEADLINES

The three points below summarise the focus of our approach to marketing and raising the profile of Dorset Visual Arts and Dorset Art Weeks

- Develop greater awareness and explanation of what Dorset Art Weeks is about to both local people and visitors through increased visibility across a wider range of publicity materials and through events
- Encourage a greater sense of celebration and participation in the visual arts - highlighting this in the context that 2010 is the 10th Dorset Art Weeks
- Develop new cultural and business partnerships with the potential to generate new opportunities for DVA Members in the longer term

Alison Glenn and Franny Owen have been recruited to DAW to help achieve these objectives in the lead-in to Dorset Art Weeks. Both commenced in January, they are both working for us very part time but already making a difference.

Alison has been working to secure advertising, additional in-kind sponsorship and practical partnerships; particularly concentrating on businesses and organisations that will help us reach more potential visitors. This includes efforts to help us overcome some of the fraught issues of signage on main roads! - See notice below.

Franny is working with me to develop a series of Public Events and activities designed to keep the momentum and profile of DAW high throughout the DAW fortnight. We are working on a number of possibilities, trying to ensure that at least one key event occurs in the North, South, East and West of the county. These will be confirmed in an Events listing in the brochure with all details on the DAW website. An Events article will be included in the next E-NEWS. Franny is also working on collecting artist's stories to support our profile in the press, collecting film archive of Dorset artists and a longer term Cafe Culture strategy.

NOTICES

FOR AREA CO-ORDINATORS

DAW WORKSHOP 16TH MARCH -10am - 2pm @ THE EXCHANGE - Sturminster Newton

An alternative date and time will be arranged for those not able to attend this session

FOR ALL

FILM:

If you have any archive film or video of notable artists working or teaching in Dorset, please let Franny know: frannyowen@btinternet.com

WEYMOUTH:

If you could help Jem overcome the extra work caused by having no co-ordinator in the Weymouth area, please contact the DVA office. AND - Please would the artist who offered storage space for the Weymouth brochure kindly contact us again!

SIGNAGE

If you know a landowner with land adjacent to a main road and who might let us place a large sign in a field, please contact Alison: alisonglenn@tiscali.co.uk

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Wimborne had the great idea of approaching a flower seller with a pitch in a lay-by as a possible site for signage - ANY other good ideas welcome!