



Billericay Art Trail
Art in the Community
by the Community



The Billericay Art Trail 7th - 22nd September 2018

Call for Artists & Craftspeople

This September be part of Billericay's highly successful Art Trail.

We are looking for artists - beginners, hobbyists or professionals to take part in this year's Trail. We want to share your fantastic art with the whole community, displaying it in local shops, businesses and venues around our High Street. Work can be for sale or not, it is up to you. Art covers all disciplines from painting, pastels, drawing, photography, pottery, mosaics, sculpture, textiles, glass, silk painting, jewellery etc...

Many people took part in 2017 from those exhibiting their work to people walking the Trail and enjoying the wide range of free activities for all ages. Businesses saw increased footfall with over 1,300 people visiting St Mary Magdalen Church to view the art and watch our "Portrait Artist of the Year" Competition which will return this year.

Why should you take part? This is what last year's artists had to say..

- *I enjoyed chatting to the public in the church, I'm speaking to many more artists since joining the trail.*
- *I felt a sense of belonging and contributing to the local community.*
- *I have been thrilled to be part of your art trail, it has been fun and inspiring to take part.*
- *I really did enjoy the art trail. It was fantastically put together. I would love to be part of next years, in particular the portrait of the year competition.*
- *Portrait Artist Competitor feedback: We artists had a great time; good organisation, challenging models, plenty of atmosphere! Please do it again next year!*
- *I thought it was well organised and I enjoyed being part of the trail. It was great to see people of all ages enjoying the trail and the range of exhibits was wonderful.*
- *I thought the portrait competition was a very exciting venture and sparked a great deal of discussion.*
- *I had a large number of hits on my website during the weeks of the art trail.*

Highlights of the 2017 Trail

- 98% public enjoyment rating
- 54 artists in 28 venues
- 4 major art events free to the public
- Great Art Sales and Commissions taken
- In excess of 270 families completed the kids “I-Spy” activity.
- Our first “Billericay Portrait Artist of the Year”: 10 artists, 2 models, 3 judges.

The event highlights the talents of local artists and promotes local business by encouraging people to visit the wide variety of shops, cafes, restaurants, pubs, churches and other community venues that the town has to offer.

The Billericay Art Trail (TBAT) is one of 17 Art Trails that comprise the **Essex Summer of Art**. We are advertised on their website and in their brochure which is distributed across Essex and attracts a wide group to the Trails.

For queries email: jo@billericayarttrail.org

Please “like” our Facebook page [Facebook.com/BillericayArtTrail](https://www.facebook.com/BillericayArtTrail) where you’ll be kept up to date with progress and events.

See full details of the 2017 Trail on our Website: BillericayArtTrail.org

Twitter: [@BillericayArts](https://twitter.com/BillericayArts)

Application Close Date - 1st May

Successful applicants will be notified as soon as possible after the closing date.

Applications will not be considered without payment*

We have a finite number of Venues, if your application is not accepted, your fee will be returned.

***This is due to the overhead of chasing late payments**

When considering whether you wish to apply please note the following:

- Venues will be allocated to you and will be on or near the High Street.
- Please submit examples of your work when applying even if you are working on new material for the Art Trail. High resolution digital images are preferred but high quality photographs can be submitted. **We may use these images when designing our promotional materials as well as posting them on social media and our website.**
- You will be teamed with a local business (your Host Venue) to display your art. Venues will usually display 3 or more works (dependent on venue size). You should agree the final number of pieces to be displayed with your Venue Host.
- You must also supply one piece of work (**already strung for hanging**) for our central Hub exhibition which will be in Billericay Library.
- Artworks must be suitable for general viewing.
- All participating artists will be expected to help in the running of the Art Trail. This is needed during (and immediately before) TBAT. You will be asked to distribute flyers, man exhibitions, help set up the Hub exhibition etc.
- Participating artists will be expected to contact their allocated venue early so as to develop a good working relationship, including agreeing works to be exhibited, planning the hanging/installation of your work and making every effort to minimise disruption to their business. As a courtesy, you will also be expected to set up and take down your exhibits promptly (suggested set up is Thursday 6th and take down Monday 24th September).
- You have the option of selling any work exhibited. **We do NOT take any commission from sales.** You will need to clearly label and price your work. **We will send out a suggested label template a month before the Trail.**
- Please discuss with your Venue arrangements for selling your work (for example, they will generally be happy to take a note of any potential customer's details **but will not handle any sales or money for you**).
- **You may wish to take out artists insurance for your artworks** (offered by a number of insurers including the SAA - Society for all Artists). **The Billericay Art Trail is not liable for any damage sustained to your artworks throughout the whole event.**
- **You are agreeing not to remove art works before the final day of the Trail without agreement from TBAT. However, you can switch out your displayed art with suitable alternatives as you wish.** Artists who remove work before time without TBAT's agreement may not be accepted for future Trails. This is because we have published the dates in our programme when art will be available to view by the public.
- Please ensure buyers of your art are aware that they should not collect them until after the event has closed (**unless you replace purchased art with suitable alternatives**, ensuring that these are labelled and priced if for sale).

- You must be able to certify that all work exhibited is unique and original to you. If an artwork is a copy of another artist's work, you should credit the original artist and agree that it can be reproduced for the purposes of promoting TBAT 2018 (social media & website).
- You will need to provide a high resolution digital image (or high quality photo) of a piece of work you would prefer to be shown in the Art Trail brochure plus a short paragraph about you and your work of approximately 50 words (**this needs to be submitted by 1st May**).

The Art Trail fee is £30 (£10 for students with proof of status).

This fee will be returned if your application is unsuccessful. Payments can be made by cheque (payable to **The Billericay Art Trail**)

or by **Bank Transfer**:

Account: **The Billericay Art Trail**

Sort Code: **40-09-17**

Account Number: **02188880**

Applications, images and fees can:

- be **delivered or posted c/o Margaret White** to The Fold, 72 Laindon Road, Billericay CM12 9LD, tel: 01277 659286
- be **emailed** to jo@billericayarttrail.org (plus high quality images), **but remember to pay the Art Trail fee.**

- Once you have been accepted to the Art Trail we will **showcase** some of your work on social media and our website. The website will remain active after the Trail and you are welcome to showcase more of your work on it (until we re-populate it with art for the next year's Trail).
- For Trail Set up: if your artwork is intended to be hung (eg a painting), please make sure it's capable of being hung ie framed (if appropriate) and **with a string or wire attached**. If your piece is not for hanging eg a 3D sculpture, please make sure that it is capable of standing unsupported or provide a suitable plinth.
- There will be an **Art Trail Launch Event** on Friday 7th September to which you will be invited (you will receive an invitation a few months in advance).
- After the event you will receive a short questionnaire asking about your thoughts and experiences of the event and asking for ways to improve for 2019.

If you have any queries, please:

- email me on: jo@billericayarttrail.org
- telephone me on: **01277 632104**
- post your query to our Facebook page: [Facebook.com/BillericayArtTrail](https://www.facebook.com/BillericayArtTrail)

We look forward to hearing from you.

Jo Adshead
Artist Co-ordinator

To apply to be part of the 2018 Billericay Art Trail, please complete the following:

Let us know if you need help completing the form, writing your artist bio or assistance in photographing your work and we will try to help (Jo: 01277 632104). Please don't stress about writing an artist bio, these can as simple or detailed as you wish but help us greatly in writing our brochure.

If you wish to apply to take part in our second **"Billericay Portrait Artist of the Year"** Competition, application forms will be available shortly (on our website, from the Library, from the Fold and from Picturesque, 85 High Street).

Billericay Art Trail 2018 - Application Form

ARTIST NAME	
CATEGORY OF WORK <i>(e.g, visual artist, graphic designer, photographer, ceramicist, jewellery maker etc)</i>	
ADDRESS	
HOME PHONE	
MOBILE <i>This will appear in the brochure unless you specifically say otherwise</i>	
EMAIL <i>This will be used to maintain contact with you, and will also appear in the brochure unless you specifically say otherwise</i>	
YOUR WEBSITE/Facebook etc <i>This will appear in the brochure unless you specifically say otherwise</i>	
INSURANCE <i>Please state the level of insurance cover you will have at the time of the Art Trail, or that you prefer to work at your own risk</i>	

Please attach or email an ARTIST’S STATEMENT to jo@billericayarttrail.org

*This is a short piece about you and your art that we can put in our brochure - **approximately 50 words**. Take a look at the 2017 brochure available on our website: BillericayArtTrail.org, the Library, The Fold and Picturesque - 85 High Street for inspiration.*

To help us place you in a suitable venue, it is helpful to know your preferred subject matter and medium, whether you typically work in 2D or 3D, an idea of the usual size of your pieces and whether your exhibition pieces require floor or wall space

You can supply as much info as you wish for our website where each artist will have their own page.

Please also submit three high resolution photos (jpegs via email preferred) of your artwork with your application form. **These may be used for promotional purposes**. It would be helpful if each photo were saved with its proper title rather than the reference produced automatically by the camera. It can sometimes be difficult to know which image an artist is talking about!

Title	
Medium	
Size (cm)	

Title	
Medium	
Size (cm)	

Title	
Medium	
Size (cm)	

Artists will be informed if their applications have been successful, and their allocated venue, as soon as possible.

Helpful Hints:

- Photographs: flash-aided photos of a picture already framed and behind glass will not present your artistic efforts to best effect. Put your artwork in a good, well-lit space, but not in direct sunlight, preferably on a blank wall and stand directly in front of it to take your picture
- Photographs: photographs for the brochure should be 300dpi or higher (if you google on “convert photo to high resolution online free” you will find useful sites which you can use to upgrade your photos