

PRINTFEST 2022

ULVERSTON

Information for exhibiting artists

A warm welcome to the Printfest Artists' Group 2022

Hello

Our aim is to provide you with 'all you need to know' about attending and exhibiting at Printfest.

Topics covered

When you arrive in Ulverston:

Stewards
Parking
Itinerary

Information about your stand:

1. How many panels are on my stand
2. Hanging your framed prints
3. Displaying greetings cards
4. Browsers, stools and tables
5. Public liability insurance
6. The Printfest raffle
7. The sales desk
8. The wrap desk
9. Storage for artists

Making some noise:

1. Flyers
2. Advertising
3. Media kit
4. Public relations
5. The Printfest Preview
6. The event catalogue
7. Social media
8. Printfest awards

The last lap:

Arrival time slots
Thursday 28th April
Friday 29th April

And finally...

Artists packs
Map of artists stands
Artists group photograph
Refreshments
Visitor vouchers (NEW)
Artists meet up
Artists surveys

Accommodation

Stay in or around Ulverston. If you want to stay in a plush hotel or an inexpensive B&B, or rent an apartment then Ulverston and the surrounding area has lots to offer you. Here are a few links that could help find somewhere you are comfortable with.

www.chooseulverston.co.uk
www.seftonhouse.co.uk/book.htm
www.csservicedapartments.co.uk
www.airbnb.co.uk
www.booking.com/ulverston

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Ulverston is a festival market town ~ the flag fortnight festival will be on when you arrive!

Stewards

When you arrive at the The Coro, we have several stewards in black Printfest t-shirts and pink hi-vis that will help you off-load your prints and materials onto a trolley and carefully take them to your stand whilst you park your car.

Stewards will be working at The Coro for the duration of the show. They are there to help you. They can cover for you at your stand when you need a comfort break or pop upstairs to the café, they should be able to help you, or know who will be able to help you, if required. They will also be there to assist at take-down time on Sunday.

The Printfest Team want to make this a trouble free and rewarding time for each one of you and are very much looking forward to meeting you all.

Parking

Parking in Ulverston is mainly Pay and Display and costs around £1.20 for an hour or £6 a day, with the most cost effective car park on Stockbridge Lane. However, you can find side streets that have no parking restrictions on the south side of the A590 that is within a short walk of The Coro.



Itinerary

Thursday 28th April

1.00-4.00pm

Anita Klein and Helen Murgatroyd set up their stands

The Opening Talk 6pm

This event is held upstairs in the Supper Room. It is presented by the Printmaker of the year: Anita Klein and the Printmakers' Printmaker: Helen Murgatroyd. The upstairs bar will be open from 5.30pm

Friday 29th April

8.30am-1.30pm

Artists' arrival time slots

4.00pm

Stands completed

Potential media interviews!

5.15pm

Artists Group photograph

5.30pm

Artists back at their stands

Award Sponsors selections

Friends of Printfest Preview begins

6.30pm

Ticket holders' Preview begins

7.30pm

New Patron Ceri Hutton declares

Printfest OPEN!

7.30pm onwards

Award presentations:

Awagami Paper Award,

Chris Benefield Memorial Award,

Cranfield Awards x 2,

Founders' Award,

Haigh Award,

Handprinted Award,

Hawthorn Award,

Ironbridge Award,

McClures Award.

All presented during the Evening

9.00pm

Preview closes

Saturday 30th April

9.00am

Workshop participants arrive

10.00am

Doors open to the public

2.00pm

Voting closes for

Printmakers' Printmaker Award

3.00pm

Printmakers' Printmaker 2020

announced

5.00pm

Doors close to the public

5.00pm - 7.00pm

Artists informal gathering, wine and

nibbles upstairs in the Supper Room

Sunday 1st May

9.00am

Workshop participants arrive

10.00am

Doors open to the public

2.00pm

Voting closes for

Visitors' Choice Award

2.30pm

Visitors' Choice Award presented

4.00pm

Doors close to the public

4.05pm

Artists take down their work ASAP -

Please remove your work from the

panels, removing all screws, move

your work about 3ft away from the

panels to enable the break-up crew

access to the panels without

disturbing your work - thank you -

Stewards will be available to help

take your work out on trolleys while

you collect your vehicles

4.30pm

Break-up team start to dismantle

stands

8.00pm

The Coro left empty

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Information about your stand

1. Exhibition stands ~ How many panels are there on each and how are they laid out?

There are five panels per stand, each panel is approx 800mm wide and 1.9 metres tall. They are constructed in three configurations; 1-3-1, 3-2 and 4-1 (see below). Stand allocations will be made at the beginning of March.

2. How do I attach my frames to the panels?

You can either screw directly into the panels and then hang your framed prints on picture wires, or you can use mirror brackets especially if the frames are heavy. Please do not use picture hooks or nails as these have caused all sorts of problems in the past. The size of screws that we would recommend depends on how big or heavy your frames are. But for a quick guide, about 20mm or $\frac{3}{4}$ inch if using mirror plates, and perhaps a little longer, say 25mm or one inch if you are using wires, as the screw heads will need to be left further out. The panels are approximately 40mm thick so you wouldn't be anywhere near going through them.

3. How can I display my greetings cards on my stand?

Many artists put up a simple shelf to display cards, others have them in boxes on stools. It's up to you how you want to display them.

4. Can I bring a stool, browser or my small table?

Yes, as long as it doesn't creep onto the visitor's walkways or neighbouring stands.

5. Do I have to have public liability insurance knowing that Printfest have their own insurance?

Yes, you do. For our insurance to be valid, every artist must have their own public liability insurance. You also must supply a copy of it to Printfest as the insurance company can demand to see it whenever they want to. We recommend joining the A-N Air scheme or the SAA Gold cover. Both are very reasonable. Please don't forget to bring a copy for us to keep when you arrive. You will find links to these websites from here: www.printfest.uk/artists/information-for-submissions

6. Will there be a raffle this year and would you like a print donated?

Yes please! Printfest is running the raffle this year as always and would greatly appreciate a print from each artist if possible. We display all the prints and whilst it is very popular for the visitors, it is also a valued way of contributing to the running costs.

7. Will there be a sales desk and will they be able to take debit and credit card transactions?

The sales desk, based in the foyer, will be manned all weekend and can take debit and credit card transactions throughout the event, as well as contactless payments. Artists are charged 5% of the sales value for this service. We encourage you to bring your own card reader, if you have one.

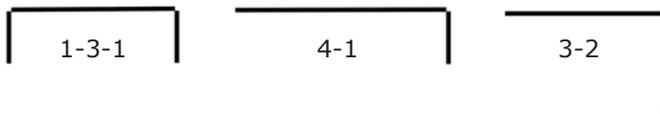
8. Do I need to bring lots of wrapping materials?

We provide a free wrapping service for all artists as part of the package, it is based in the foyer.

9. Will there be anywhere for us to store things?

Artists have access to a space for storage that is off limits to the general public.

stand configurations x 3 kinds



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Marketing Making some noise!

1. Advertising

We usually place advertisements in The Westmorland Gazette, The NW Mail, The Lancaster Guardian, Grange Now, The Crack magazine in the North East and have printed listings in the Society of Wood Engravers, Printmaking Today, and online listings on several sites promoting the Lakes including Go Lakes (Cumbria Tourism). The advertising campaign will run throughout April.

2. Media Kit

Your media kit is available to download from the website www.printfest.uk/artists/information-for-artists. Are you able to team up with Printfest Printmakers near you and contact your local newspapers?

3. Flyers

Flyers for the event are available to you. We have printed 50,000 and they are now being distributed across Cumbria, the North West, the North East and locally.

4. Public relations

We work with Mike Glover, Lakes & Bay Communications, who prepares our main Press Releases. We send out interim Press Releases that align with our Mail Chimp campaigns. We tend to get good coverage from The NWEMail and The Westmorland Gazette and this year Cumbria Life magazine. We send press releases and images to several publications which usually promise coverage. TV and Radio Stations will be contacted nearer to the event.

5. Printfest Preview

For Printfest 2022 this will be managed differently and for the first time ever it will be a ticket-only Preview. Numbers will be limited with priority for Friends of Printfest, who can enter for FREE. If you are here with your partner or a helper they are very welcome.

6. The Event Catalogue

The Printfest event catalogue is in production and goes to press the beginning of April. We email you a proof for you to check your details. We list workshops in the North of England in the catalogue and on the website so if you run one or would like to mention one just let us know.

7. Social media

We run Mail Chimp campaigns, and Facebook, Twitter and Instagram campaigns. You can make a difference by sharing, posting, liking and commenting. Make sure to include hashtags as appropriate; #printmaking #printmaker #ukprintmakers #originalprint #printfair #artexhibition #ulverston #thecoro #chooseulverston #artincumbria #artoninstagram #maybankholiday #printdayinmay #printfest2022 #printfestulverston #handmadeprint #printmakers #etching #linocut #screenprint #collagraph #printmakingworld

8. Printfest Awards

Don't forget that you could be the lucky winner of one of the awards this year. All of them will be awarded during the event (see itinerary). Some of them offer printmaking materials, some offer financial rewards and one is for an exhibition in Thirsk at the Zillah Bell Gallery. You can find out more details on all the awards here www.printfest.uk/support/sponsors



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The last lap!

Arrival outside The Coro

On Friday 29th April we try to stagger your arrival times to enable the Stewards to give you as much assistance as possible. You can pull up in the front of The Coro, (*just two car park spaces*), or immediate to the right of The Coro at the traffic lights, turn left where there is more

unloading space (*five car park spaces*) ~ a Steward will be there to greet you with a trolley to take your work to your stand while you go and park your car. We understand about separation anxiety! Make sure the Steward takes down your car registration, just in case.

Arrival time slots are as follows:

Thursday afternoon 28th April 1pm:

Anita Klein and Helen Murgatroyd
Shirley Scott, Handprinted shop

Friday 29th April

8.30 - 9.30am:

Sally Adkins, Debby Akam,
Jamie Barnes, Tess Baxter,
Katie Edwards, Richard Foster,
Laura Boswell, Alison Diamond,
Laine Tomkinson, Kelly Stewart,

9.30 - 10.30am:

Sue Brown, Adele Burdon,
Lou Davis, Alexandra Buckle,
Annwyn Dean, Sarah Garforth,
Mark Pearce, Alan Stones,

10.30 - 11.30am:

Raymond Higgs, Penny Hunt,
Sarah Mander, Gail Mason,
Jenny McCabe, Jo McChesney,
Alex McIntosh, Moira McTague,
Gregory Moore, Jane Mowat,
Cath Brooke, Janis Goodman,

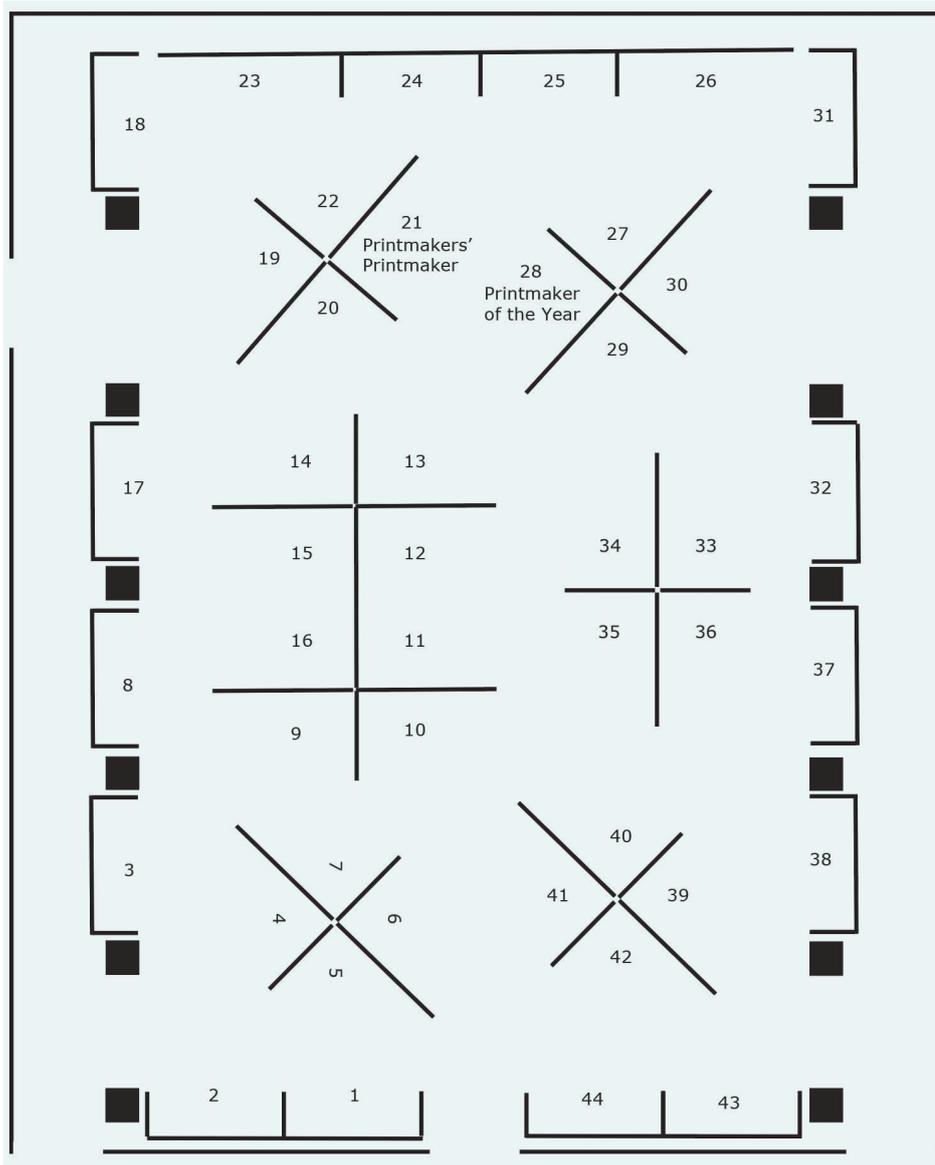
11.30 - 12.30pm:

Ruth Ander, James Bywood,
James Green, Sinclair Ashman,
Babs Pease, Ian Phillips,
Anthony Ratcliffe, Dorothy Ramsey,
Jay Seabrook, Rahil Sheikh,
Nell Smith, Isobel Walker,

Stands must be ready by 4pm

If your allocated time slot is not possible or inconvenient for you, please email us and tell us your preferred arrival time and we will endeavour to give you the slot that works for you.

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13:56



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and finally...

Refreshments

Refreshments over the weekend are provided by 'Vintage Bakes', they will provide a special Meal Deal for you. Details will be in your Artists Pack, which will be on your stand when you arrive.

Artists Packs

These will be on your stand when you arrive. It will include: Weekend itinerary; Internet password for The Coro; your name badge; sales and wrap vouchers; refreshment voucher; your catalogue and your survey sheet.

Map of Artists' stands

All the stands are allocated to enable visitors to have an enjoyable and varied walk around the venue, balancing black and white work with colour work, landscapes with more abstract and figurative work. The layout of whose stand is where is in the catalogue with your name and stand number for visitors to find you.

Group photograph Printfest 2022

On Friday night at The Coro, at 5.15pm just before the Friends of Printfest start to arrive for the Preview, there will be an Artists' Group Photograph 2022. It would be a shame for you to miss this so make sure you are there for 5.15pm.

Artists Meet-Up

On Saturday night, straight after the doors close at The Coro, you are all invited for nibbles and wine upstairs in the Supper Room 5.00pm – 7.00pm. This is always a popular event which enables everyone to get together, relax, chill out and meet up with fellow printmakers old and new.

Taking a little time to view your fellow artists' stands.

The hall will be open by 9.00am both Saturday and Sunday, you are welcome to arrive early to have a look around before the doors open to the public.



Visitor vouchers

This year we are offering visitors 'Printfest Gift Vouchers'. They can be used in full or partial payment for purchases. The visitor will give you the voucher which will clearly state its value. You take this to the sales desk and the Printfest Treasurer will pay the amount into your bank account.

Artists surveys

The Stewards will come round and collect your completed survey on Sunday afternoon. The comments you provide are invaluable for us to make sure that future artists have the best time they can exhibiting at Printfest.

