

PRINTFEST 2023

ULVERSTON

Information for exhibiting artists

A warm welcome to the Printfest Artists' Group 2023

Hello

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

If you don't find what you are looking for, please email Sally on: printfest@gmail.com

Topics covered

When you arrive in Ulverston:

Stewards
Parking
Itinerary

Information about your stand:

Exhibition stands
Hanging your prints
Greetings cards
Browsers, stools & tables
Public liability insurance
The Printfest Raffle
The Sales desk
The Wrap desk
Storage

Making some noise:

Social Media
Public Relations
Advertising
The Catalogue
Printfest Awards
Poster
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The last lap:

Arrival outside The Coro
Arrival time slots

And finally...

Printfest Preview
Refreshments
Artists packs
Map of stands
Group photograph
Artists meet-up
Time to view the stands
Artists surveys
Breakdown

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 ~

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 27th April

9.00am

Workshop participants arrive

1.00-4.00pm

Hilary Paynter and Gail Mason set up their stands

The Opening Talk 6pm

In the Supper Room with talks from the Printmaker of the year: Hilary Paynter and the Printmakers' Printmaker: Gail Mason. The bar will be open from 5.30pm

Friday 28th April

9.00am

Workshop participants arrive

8.30am-1.30pm

Artists' arrival time slots

4.00pm

Stands completed

5.15pm

Artists group photograph

5.30pm

Artists back at their stands
Award Sponsors selections
Friends of Printfest Preview begins

Artists refreshments available from the Friends bar in the Foyer!

6.30pm

Ticket holders' Preview begins

7.30pm

Patron Ceri Hutton declares Printfest OPEN!

7.30pm onwards

Award presentations:
Awagami Paper Award,
Chris Benefield Memorial Award,
Cranfield Awards x 2,
EesDee Award
Founders' Award,
Haigh Award,
Handprinted Award,
Hawthorn Award,
Intaglio Printmaker,
Ironbridge Award,
Kunstprenteverket Awards x 2,
Zillah Bell Gallery Award.
All presented during the evening

9.00pm

Preview closes

Saturday 29th 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 2023 announced

5.00pm

Doors close to the public

5.00pm - 7.00pm

Artists informal gathering, wine and nibbles upstairs in the Supper Room.

Take your Social Invite with you for your complimentary drink!

Sunday 30th April

9.00am

Workshop participants arrive

10.00am

Doors open to the public

3.00pm

Voting closes for Visitors' Choice Award

3.30pm

Visitors' Choice Award presented

4.00pm

Doors close to the public

Stewards will collect your completed Artist Survey forms while you dismantle your stand, so please have them ready!

4.05pm

Artists take down their work - **This happens very fast! Stewards will be available to help take your work out on trolleys while you collect your vehicles!**

Please remove your work away from the panels, removing all screws, to enable the break-up crew access

4.20pm

Break-up team start to dismantle stands

7.00pm

The Coro left empty

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Information about your stand

Exhibition stands ~ Tell me about my allocated space!

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.

How do I attach my work 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 plates 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. ***If you are finding this challenging, ask a Steward for assistance.***

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.

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.

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 with you. You will find links to these websites from here: www.printfest.uk/artists/information-for-submissions

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.

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.

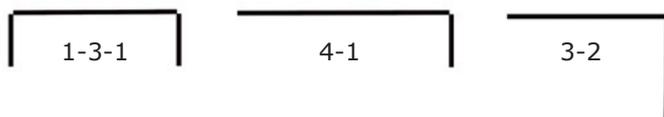
Do I need to bring lots of wrapping materials?

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

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!

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 #printfest2023 #printfestulverston #handmadeprint #printmakers #etching #linocut #screenprint #collagraph #printmakingworld

Public relations

We are working with Jennie Dennett, she works for BBC Radio Cumbria, and prepares our main Press Releases. The Press Releases align with our Mail Chimp campaigns. We have been fortunate to get good coverage from The NW Mail, The Westmorland Gazette, Cumbria Magazine and The Crack magazine. TV and Radio Stations will be contacted nearer to the event.

Advertising

This year we are being very selective about placing adverts in printed newspapers, as our feedback shows a decline in siting these adverts for awareness of the event. We endeavour to encourage editorial coverage and to be listed where we can.

The 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 us to include yours, email Sally at printfest@gmail.com

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

Poster

The poster will be available to download from the website www.printfest.uk/artists/information-for-artists.

Flyers

We have printed 50,000 and they are being distributed across Cumbria, the North West, the North East and locally. The digital version is part of the media kit.



Exhibition and sale of original contemporary hand made prints
View and buy direct from the Artists

Tickets £5: www.thecoro.co.uk/printfest
available online and on the door

Venue: The Coro, County Square, Ulverston LA12 7LZ

www.printfest.uk   



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| Awards Winners | Friends of Printfest |

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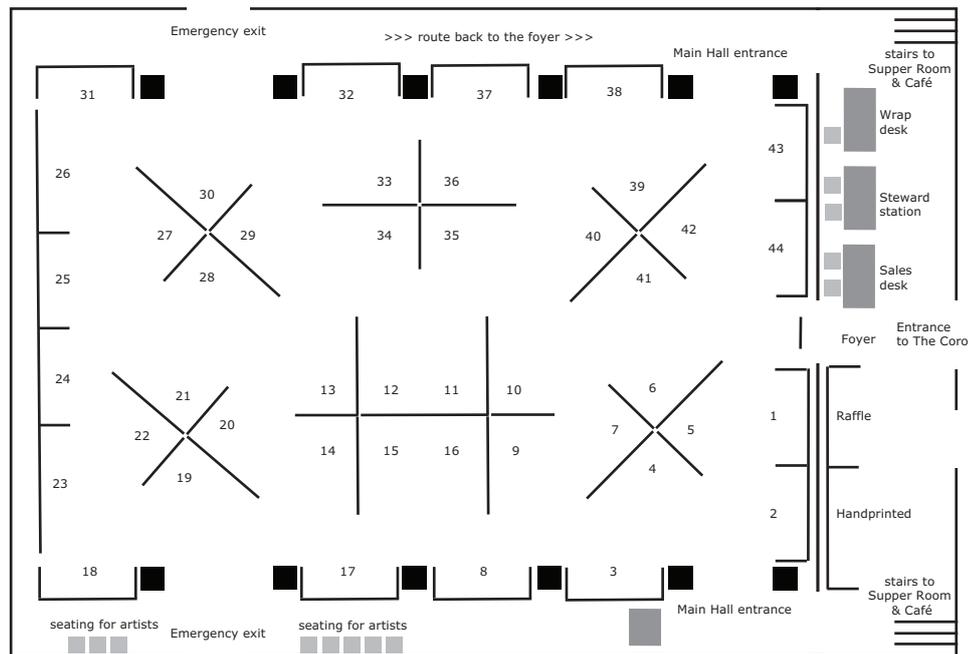
Information for exhibiting artists

The last lap!

Arrival outside The Coro

On Friday 28th 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*) you will be guided 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!



Arrival time slots :

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.

updated : 16th February-2023

Thursday afternoon 27th April

1pm:

Hilary Paynter and Gail Mason Elliott from Intaglio Printmaker

Friday 28th April

8.30 - 9.30am:

Sally Adkins, Jamie Barnes, Katie Edwards, Richard Foster, Angela Hall, Alison Diamond, Marion Kuit, Nell Smith, Kelly Stewart, Jane Walker,

9.30 - 10.30am:

Adele Burdon, Pete Marsh, Jenny Martin, Flora McLachlan, Mark Pearce, Joshua Miles, Anja Percival, David Robertson, Glenn Tomkinson,

10.30 - 11.30am:

Ian Burke, James Bywood, Jane Duke, Graham Firth, Penny Hunt, Glenn Ibbitson, Jenny McCabe, Deb Wing Beverley Matchette-Downes, Hazel McNab, Frans Wesselman,

11.30 - 12.30pm:

Ruth Ander, Deborah Bowness, Jess Davies, Tessa Pearson, Emily Ketteringham, Ian Cox, Sinclair Ashman, Emerson Mayes, Holly Magadaline Scott, Lisa Takahashi, Babs Pease, Rahil Sheikh,

Stands must be ready by 4pm

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and finally...

Printfest Preview

The Preview is a ticket-only event, with tickets only available online. Numbers are 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, we will have an Artists' Supporter badge for them.

Refreshments

- During set-up there is a tea trolley for you to help yourself.
- During the Preview you will be able to purchase refreshments from the Friends of Printfest bar in the foyer.
- Over Saturday and Sunday you are provided with a special Meal Deal from 'Vintage Bakes' who will be open all day on both days. This will include fast track service for Artists. 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;
Meal deal voucher;
Your catalogue
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 2023

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 2023. 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. *Don't forget to take your invite with you for your complementary drink!*

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.

Artists surveys

The Stewards will come round and collect your completed survey on Sunday afternoon from 3.30pm onwards. The comments you provide are invaluable for us to make sure that future artists have the best time they can exhibiting at Printfest. We also love to select quotes to use in the annual report and help our funding applications.

Break down ~

There will be an announcement at 4pm on Sunday to close Printfest.

The break down happens very fast!

So be ready!

Remove all your work and move it away from the stands. Remove all screws.

Stewards will be there to help take your work out to the car park at the side of The Coro while you go to fetch your vehicle.

