

PRINTFEST 2024

ULVERSTON

Information for exhibiting artists

A warm welcome to the Printfest Artists' Group 2024

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
- Flyers

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.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, there will be 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 to step away, if they can't help you, they will know the right person who will be able to help you. 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 2nd May

9.00am

– Workshop participants arrive
1.00-4.00pm – Printmaker of the year Bronwen Sleigh and the Printmakers' Printmaker Sally Adkins set up their stands.

Stewards will meet you at your vehicle with trolleys to carry your work to your stand while you park.

The Opening Talk 6pm

– The bar will be open from 5.30pm
– This takes place upstairs in the Supper Room with talks from the Bronwen Sleigh and Sally Adkins.

9.00pm – The Coro closes

Friday 3rd May

9.00am

– Workshop participants arrive

8.30am-1.30pm

– Artists' arrival time slots.

Stewards will meet you at your vehicle with trolleys to carry your work to your stand while you park.

4.00pm – Stands completed

5.15pm – Artists group photograph

5.30pm – Artists back at their stands as the 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

presented during the evening

9.00pm – The Coro closes

Saturday 4th May

9.00am

– Workshop participants arrive

10.00am

– Doors open to the public

2.00pm – Voting closes for Printmakers' Printmaker Award

3.00-3.30pm – Printmakers' Printmaker 2024 announced, YOUNG Printmakers of the Year announced

5.00pm – Doors close to the public

5.00pm-7.00pm

– **Artists' informal gathering** drinks and nibbles upstairs in the Supper Room. You may purchase food from town to consume here and stay longer. Closing time to be agreed. Bring your Social Invite for your complimentary drink!

Sunday 5th May

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**

– Stewards will be available to help

take your work out on trolleys while

you collect your vehicles! Please

move 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, it does not need to be framed, it can be small or vintage. 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.

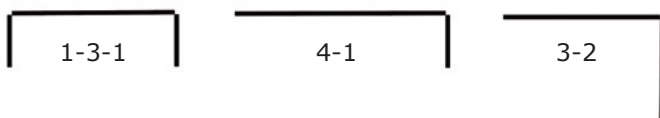
Do I need to bring lots of wrapping materials?

We provide a free wrapping service for **all** artists' sales 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 on the stage, this 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 #printfest2024 #printfestulverston #handmadeprint #printmakers #etching #linocut #screenprint #collagraph #printmakingworld

Public relations

We are working with copywriter Sarah Igo to prepare 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.

Advertising

This year we are placing adverts in selected magazine, 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 40,000 and they are being distributed locally, across Cumbria, the North West, and the North East.

PRINTFEST 2024
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Saturday 4th May
Sunday 5th May
10-4pm 10-5pm

21 years of Printfest!
Exhibition and sale of original prints, with a variety of artists and printmaking techniques showing quality affordable art. Come and talk to the artists and find out more about printmaking

Tickets £5
thecoro.co.uk/printfest
available online and on the door
| **Main Sponsor**
| canterholland.com

'Kyagwe Road Study II'
etching by Bronwen Sleight
Printmaker of the Year 2024

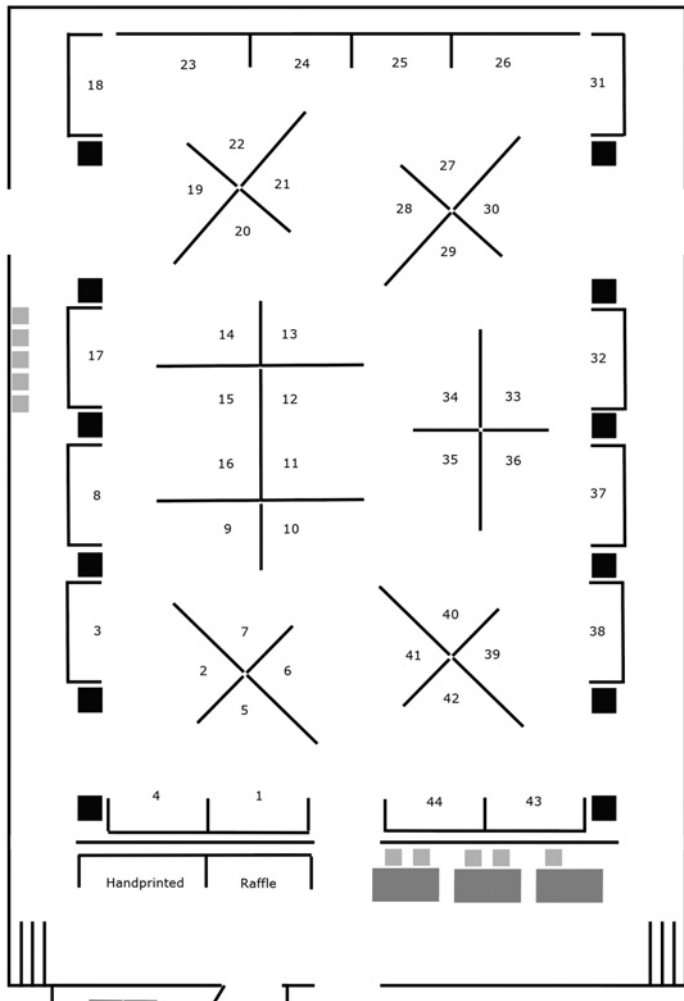
printfest.uk
Venue: The Coro,
Ulverston LA12 7LZ

Instagram, Facebook, and Twitter icons are located at the bottom left of the poster.

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Arrival outside The Coro

On Friday 3rd May 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*) where you will be guided to park at the side of The Coro, turn left by the traffic lights 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!

The last lap!

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.

Thursday afternoon 2nd May

1pm:

Bronwen Sleigh and Sally Adkins
Shirley Scott from Handprinted

Friday 3rd May

8.30 - 9.30am:

Hannah McVicar, Laine Tomkinson, Debby Akam,
Margaret Ashman, Louisa Boyd, Katie Edwards, Lucy
Gell, Jenny McCabe, Caroline Stow, Rachel Thornton,

9.30 - 10.30am:

Glenn Tomkinson, Clare Phelan, Ian Scott Massie, Laura
Boswell, Joshua Miles, Gregory Moore, Jane Walker, Deb
Wing, Fouzia Zafar

10.30 - 11.30am:

Mark Pearce, Jenny Mason-Gunning, Jo McChesney,
Laura Reiter, Jay Seabrook, Adele Burdon, Ian Burke,
Andi Dakin, Alison Diamond, Graham Firth, Russell
Hughes, Lindy Norton

11.30 - 12.30pm:

Babs Pease, Jane Evans, Ruth Ander, Ian Cox, Jemma
Gunning, Emily Ketteringham, Aga Kubish, Jon Mackay,
Gail Mason, Hazel McNab, Lisa Takahashi,

Stands must be ready by 4pm

updated : 12th April

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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 invite to the social on Saturday evening
Your catalogue
Your survey sheet
Your voting slip for the winner of the Printmakers' Printmaker Award.

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 2024

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. 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 from 5.00pm. This is always a popular event which enables everyone to get together, relax, chill out and meet up with fellow printmakers old and new. You may also purchase food from town to consume here and stay longer. Closing time to be agreed.
Bring your Social Invite for your complimentary drink!

Making a sale Using the vouchers

Sales desk vouchers

Fill in with customer • customer takes to sales desk and pays • sales desk stamps this voucher • customer collects print from artist • customer exchanges sales voucher for wrap voucher with artist • customer gives wrap voucher to wrap desk for their records.

Artist name:

Print title:

£:

Wrap desk vouchers

Fill in with customer • customer gives wrap voucher to wrap desk for their records.

Artist name:

Print title:

£:

Customer name:

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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. Saturday morning is a good time to look for your choice for the Printmakers' Printmaker Award. This is also the allocated quiet time for the few members of the public wanting to view the exhibition without the crowds.

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 to help support funding applications.

Break down ~

There will be an announcement at 4pm on Sunday to close Printfest.
Everyone is keen to pack up and get home, but please do so with care and consideration
Be ready!
Remove all your work and screws and move it away from the stands.
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.

