

# Guidance for artists participating in Campaspe Artists Studio Trail

The studio trail offers a unique opportunity to exhibit your work, increase your exposure, engage with potential collectors, and sell directly to the public. Its success depends on all of us. So it is important that we work together to promote and prepare, especially since this is the first year for this event.

## Promoting your work and the studio trail

While the committee is promoting the studio trail through our social media channels and closer to the event through traditional media as well, here are some ways you can help.

- Share your work on social media using our campaign hashtag **#castrail2025**. You could use a comment like "I'll be participating in #castrail2025" or "see my work in person at #castrail2025"
- Follow, like, comment on or share the work of other artists on the studio trail
- Follow, like, comment on or share our official posts on social media
- Tell your family and friends about the studio trail. Invite them to come along, even if they don't live locally - they might like to use the weekend as a short holiday break

## Preparing for the studio trail

- Start creating work you could display and sell during the studio trail
- Think about pricing your work - remember you won't have commissions to consider since you're selling directly to the public
- Consider how you'll present your work. Do you want to have some work framed or matted? Don't leave this till the last minute because framers may not be able to get your work done on time. Will you hang on your walls, display on tables, plinths or easels?
- Can you offer any demonstrations of your process or techniques? How will you set up space for these demonstrations within your studio?
- Investigate your public liability insurance options. Insurance is compulsory
- Start drafting your artist statement and photographing work. You'll need these for your application to join the studio trail. And we'll be using the information for the website which will be fully built after applications close on 4 November

Two framers have offered discounts to studio trail artists: Echuca Frames and Mirrors (61 Haverfield St Echuca), and David Stradling Picture Framing (90 Fryers St Shepparton).

## Preparing your studio

- Make sure your space is clean and inviting
- Remove any trip or other safety hazards
- Place any potentially hazardous items out of reach of children
- Block off any areas you don't want people to enter
- Display your work giving consideration to layout and grouping. Work is best viewed at eye level, and is easier to approach if it is not overcrowded.
- Label and price each work offered for sale
- Have your business cards near your entry. If you have an exhibition or workshops coming up, have those details printed on small leaflets
- Make sure you have copies of our studio trail flyer/map in case a visitor hasn't yet picked one up (will be supplied in late January)
- Check there is safe access and clear signage of walkways to your studio from where people will park
- Arrange for someone to be with you during the weekend. You will need to take lunch and toilet breaks, but you'll need to keep your space open during that time. Having a friend or two to help out will be useful

## Opening your studio

- Place your corflute 'open studio' sign (will be supplied in late January) where it's visible to visitors
- Keep the visitor record of attendance (will be supplied in late January) and a pen at the entrance and ask visitors to complete it before they leave
- Ensure your studio space it is staffed at all times from 10am to 4pm both days
- Welcome and enjoy talking to your visitors about your work