

**Who can apply?** The SVAT is open to all artists (aged 18 and over) who live or work in the Severn Vale.

**How much does it cost to take part?** Once accepted on to the trail, the annual entrance fee of £40 is due. In addition, 10 % commission is payable on sales made during the trail for total sales amounting to more than £100. e.g. sales totalling £160 = £16 commission, £380 = £38 commission or £90 = no commission.

**What can I exhibit?** You can exhibit in any medium. All work must be original and made by the exhibiting artist. You can sell prints and cards as well as original artwork.

**When can I apply?** Applications are submitted in the January before the May art trail.

**How do I apply?** Please complete and submit the online application form and email three good quality jpeg images of your work to [severnvalertrail@gmail.com](mailto:severnvalertrail@gmail.com).

**Notes on sending images of your work – these will be on the website so make sure they look good!:**

- Please send new images if possible and not ones that have featured in previous trail guides.
- Ensure that your image is in focus and avoid glare from glass frames.
- Lighting – ensure your work is well-lit, with natural light where possible.
- Images should be submitted as an attached JPEG file (not included in the body text of the email), and at a good resolution – ideally between 1 and 3 MB.
- **Your image filenames must include your name and be numbered**, e.g. if you are called Fred Bloggs, name your images as follows: Bloggs F\_1.jpeg, Bloggs F\_2.jpeg and Bloggs F\_3.jpeg

**Are applications limited?** Applications for places in group venues are limited due to the number of venues available, therefore, each application will be judged by a selection committee on the following criteria before being accepted: originality, creativity, use of materials and strong technical skills. Group venues will be allocated by the SVAT committee to ensure an even distribution of artistic styles and mediums. If we have two artists who equally meet the selection criteria, priority will be given to new applicants and those who haven't exhibited with us for several years over artists who have exhibited consecutively for the previous two or more years. This is to ensure that we create a yearly variation of exhibitors keeping the art trail fresh, interesting, and varied.

**Where can I exhibit?** You can exhibit either in: - 1. Your own home or studio. 2. Share with other artists in yours or their own premises. 3. Request to be part of a group venue with places allocated by the SVAT committee.

**Do I have to set up my own display?** Yes. In group venues artists will be required to set up and dismantle their own displays. Art display boards are provided to most artists in group venues **only**. These are typically three double sided boards each measuring 198 cm x 76 cm and include six wires with 18 hooks. Due to the limited number of boards available artists may also provide their own additional hanging equipment.

**Do I have to steward?** If you are in a group venue each artist must steward the exhibition for some of the time. Artists are responsible for setting up a rota so that all the opening hours are covered. Most venues are open each day of the trail from 10 am to 5 pm but individual studios can choose which days/times to open.

**What does the entrance fee cover?** The fee covers the cost of the website, printed map/flyers, display boards, hanging equipment, venue signs and the cost of group venues. All artists have a presence on the SVAT website which is maintained throughout the year.

**What about Insurance?** Thornbury Arts Festival is the registered charity that coordinates the Severn Vale Art Trail. Thornbury Arts Festival has public liability insurance that covers group venues organised by the art trail committee, but artists are responsible for any loss or damage to their own artworks whilst exhibiting. Exhibiting artists must take responsibility to address and indicate any hazards to visitors in and around their venue. **Artists exhibiting from their own venues are responsible for arranging their own public liability insurance** and are not covered by Thornbury Arts Festival. They are also responsible for any loss or damage to their own artwork whilst exhibiting.

**How is the Trail promoted?** Through the SVAT website (linked to Thornbury Arts Festival website), SVAT Facebook and Instagram pages and through printed posters and guides. Artists are encouraged to promote the trail through their own websites as well as like and share any posts on social media, to distribute trail guides and display any printed posters relating to the art trail. Press releases are sent to local newspapers and publications. In addition, there is a pop up event in St Mary's shopping centre in April where there are demonstrations by artists to promote the trail.

**What is Art in Business?** Shops and businesses in Thornbury and Berkeley show examples of work from selected artists in their windows in the lead up to the trail. This is usually a couple of weeks before the trail and is a great opportunity to promote the trail and individual artists.