

Who can apply?

The Severn Vale Art Trail is open to all artists (aged 18 and over) who live or work in the Severn Vale.

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 of your original artwork, etc.

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 severnvalarttrail@gmail.com.

Notes on sending us images of your work! Once you have submitted your online application, please send us three images of your work. Think very carefully about the images that you submit, as one will be chosen to appear on the website and also appear in the art trail leaflet.

- NEW IMAGES! To keep the trail guide fresh, please do not send images of your work that featured in previous trail guides.
- Ensure that your image is in focus, with no 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 1 to 3, eg. if you are called Fred Bloggs name your images as follows:

Bloggs F_1.jpeg

Bloggs F_2.jpeg

BloggsF_3.jpeg

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:

1. A high standard of work, determined by the following:

- Originality and Creativity
- Excellent use of materials
- Strong technical skills

2. To add something different to the trail, i.e., to represent a new medium, or to provide balance and variety. If we have two artists who equally meet the selection criteria, the selection committee may give priority 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 enabling the local community to access and enjoy quality artwork.

Where can I exhibit?

You can exhibit either in your own home or studio, share a venue with another artist or request to be part of a group venue. Group venues will be allocated by the SVAT committee to ensure an even distribution of artistic styles and mediums that provides a varied experience for visitors. **N.B.**

Shared venue means when an artist is using their own venue and has offered to share it with other artist/s.

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 and to organise a stewarding rota with the other exhibiting artists.

Art display boards are provided to most artists in group venues, typically three double sided boards each measuring 198 cm x 76 cm including six wires with 18 hooks (artists may also provide their own additional hanging equipment), but it would be helpful if you are able to use your own art display boards/easels as our supply of boards is limited.

Most venues are open each day of the trail from 10 am to 5 pm but individual studios can choose which days to open.

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.

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 totally £160 = £16 commission, £380 = £38 commission or £90 = no commission.

What does the entrance fee cover?

The fee covers the cost of the website, printed guides/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 from the run up to the art trail to the following one.

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 artworks whilst exhibiting.

What Covid-19 Precautions will be in place?

All venues will be risk assessed and required to implement precautions following the government guidance current at the time.

How is the Trail promoted?

The trail is promoted through the SVAT website (linked to Thornbury Arts Festival website), SVAT Facebook and Instagram pages and through printed posters and flyers. It is the responsibility for participating artists to help promote the trail through their own websites (like and share any posts on Facebook and Instagram) and also distribute SVAT guides/flyers and display any printed information relating to the art trail. In addition, press releases are sent to local newspapers and publications.

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.