**PAOS – Further information**

**Participating in the Event**

Peterborough Artists' Open Studios provides an opportunity for the public to visit artists' studios and homes, meet and talk with the artists and experience the way we work first-hand. There is no selection process and the event is open to any artist living or working in the City of Peterborough postcode area.

As an artist it is an opportunity to promote your work in your own surroundings, meet with the visiting public to talk about your work, raise your profile and hopefully sell some of your pieces. How you present your studio or house is entirely up to you. Whether you open your studio to show completed work and work in progress, or show working practice and use one or two rooms in your house to show an exhibition of work, it is your event. You decide how many weekends you wish to open, and at what times during the day. Many artists also open their gardens to visitors, offer refreshments and organise additional events such as private views and demonstrations during the weekend.

If you are new to opening your space and would like advice, please check our online resources pages or email info@paos.org.uk

**Sharing Space with another Artist**

It is interesting for visitors to see a variety of work in one venue and many artists choose to show the work of other artists who are unable to open their own studio or house. This is usually arranged between individual artists and each artist must complete an application, and pay the full fee. We can offer a discount for groups of 8 or more artists exhibiting in one place so please contact the membership@paos.org.uk for more details.

If you are an artist in need of a space, or an artist wanting to host the work of others, you must contact the membership secretary prior to application. Artists willing to share will be given contact details of artists needing a space. It is then up to the artists to make their own arrangements.

**Banners and other Promotional Material**

Every venue should display a banner to make it easier for visitors to find you. There will be a £20 deposit required when you collect your banner that will be refunded when you return it. Failure to return the banner on the date suggested, or within one month of that date, will result in the loss of the deposit.

It is advisable that you also make a sign showing your opening dates and hours. If you live off the beaten track or somewhere difficult to find, it may be advisable to provide other simple directional signage during your opening times.

We would encourage you to issue personal invitations and do as much marketing as you can to highlight your PAOS event, such as organise a private viewing, Facebook updates etc. Check out the Online Resources section for some suggestions.

**Website & Directory**

Full members are each given a dedicated page on the PAOS website [www.paos.org.uk](http://www.paos.org.uk/) which they can edit themselves. They can upload up to 6 images of their work, input information about themselves, promote their own events, add a map and create a link to their own website. The PAOS website will continue to run for the full calendar year, providing members with a year-round web presence.

In addition, members participating in the Open Studios event will be given an entry in the full colour Open Studios Artists' Directory with an image of their work, plus a short statement about themselves and their work (absolute maximum of 30 words). The directory has a large circulation in and around the Peterborough area and advertises the event. One of the biggest tasks is the distribution of directories to good venues a few weeks before the event and we ask every participant to help with this. To contribute to the cost of producing the directory, advertising space is sold at very reasonable rates to local companies. If you, or anyone you know, would be interested in advertising in the directory please email the advertising coordinator (see contact list).