



# Yarra Valley Open Studios 2024 Information

Yarra Valley Arts has produced Open Studios weekends since 2017 and now art lovers from across the state and even interstate look forward to their annual exploration of the Yarra Valley and its artists. This year Yarra Valley Open Studios (YVOS24) will be held in **2 different areas** during October and November.

**12 & 13 October** - for **Yarra Valley artists** (around Maroondah & Melba Hwy) and  
**26 & 27 October** - for **Upper Valley artists** (around Warburton Hwy)

In addition to the Open Studio weekends, all participating artists contribute artwork to the **Open Studios Exhibition** to be held at YAVA Gallery & Arts Hub, Healesville, and online.

YVOS24 Exhibition : 26 September - 27 October

Artists are encouraged to hold mini demonstrations or taster workshops at their studio (for a small fee) which we will promote. These taster events can lead to future full day workshops at YAVA or your studio.

If you are a Yarra Valley Arts Member Plus, and you have participated in YVOS during the last 4 years please go straight to the **Artist Application Form**. Please note the fee to participate in YVOS24 is \$120.

**New participants** must read the following before completing the **Artist Application Form**.

Note: we will be holding several artist meetings, the most important for new participants will be the Pre-Application meeting in May – see important dates at the end of this document.

If, after reading this document, you have any questions regarding Open Studios, please don't hesitate to contact Gabby Higgins or Reggie Clark - details at the end of this document.

## About Yarra Valley Open Studios (YVOS)

**Our vision** is to shine a spotlight on the diverse range of talented artists of the Yarra Valley and give them an opportunity to share their inspirational space and arts practice with art lovers, collectors and other artists, thereby improving connection to the community and their economic well being.

Desired outcomes include:

- Supporting both established and emerging artists in the Yarra Valley.
- Encouraging creativity and inspiring artistic growth.
- Connecting local and wider communities with the arts and artists.
- Increasing the profile of Yarra Valley artists.
- Increasing economic activity for, and viability of, our artists.

Yarra Valley Open Studios 2024 is again supported by funding from Yarra Ranges Council and artist fees go towards creating this program. Group artist meetings are held to enable connection and to ensure everyone has an opportunity to ask questions, participate and contribute to the success of YVOS24.

# General Information

## **BENEFITS TO ARTISTS – What we provide**

- Increased exposure for your art via the Open Studios weekend and the group exhibition. Visitors are keen to have that special experience of meeting the artist and getting the feel of an authentic artist studio. The OS23 weekends recorded approx.3500 visitors to studios and exhibitions, with 29 studios (36 artists) represented.
- The opportunity to sell your work directly to the visiting public.
- The opportunity to book visitors into future workshops, gain commissions or other flow-on work.
- Inclusion in the Open Studios 2024 Map – 4,000 pieces will be distributed. This map includes an image of your art, address, phone, website or social media for ongoing marketing.
- Online promotion through the YAVA website and several social media channels, including national tourism sites.
- We will provide you with OS24 social media tiles & tags to use for promotional purposes.
- Promotion through a range of print & media outlets during the lead up to the Open Studios i.e. Yarra Valley FM Radio, Yarra Valley Magazine, newspapers, sharing of social media. Artists will have an opportunity to participate in this.
- Group exhibition at YAVA Gallery and exhibition pieces listed online (commission is 30%).
- All sales made at your studios incur no commission – however we expect you to report your sales figures (important for future funding).
- The opportunity to connect with other artists across the Yarra Valley via meetings, exhibition launch and visits to other studios.

## **WHAT WE EXPECT FROM PARTICIPATING ARTISTS:**

By making an application **you agree to the Terms and Conditions** listed here:

- Your studio and artwork should provide a positive and interesting experience for visitors to the Open Studios program. Visitors want to have an authentic insight into your creative process, seeing works in progress and your tools.
- Your studios must have safe and suitable access and car parking (on site or roadside), and if possible, access to toilet facilities.
- Personal attendance at your studio on both days of your Open Studios weekend between 10am & 5pm.
- Your application should indicate the contribution you, as an artist, will make to ensure the program's success, including promotional and related activities in the lead up to your Open Studios weekend.
- Please list any workshops or activities you intend to hold as part of your Open studios weekend.
- Payment of the participation fee as required.

- **Proof of Public Liability Insurance** must be provided within 30 days of acceptance into the program.
- Be available for on-site visit by organisers to assess suitability of your studio and explain in further detail the requirements of the program (applicable to new participants or artists with new studios).
- Provide good quality, high resolution digital images of yourself in the studio, the studio and artworks as and when required.
- Attend Open Studio Meetings as required, especially if you are new to Open Studios.
- Read all emails from Open Studios carefully and promptly provide information as requested - this is our main communication with you.
- Actively promote Open Studios by posting to your socials and distributing maps.
- Attend the Open Studios Exhibition Launch Event.
- During the Open Studio Exhibition, we expect that you will do at least one shift as Gallery Guide at YAVA Gallery.
- There will be opportunities for participating artists to paint live in the gallery during the exhibition if you would like.
- If you intend on providing a children's activity at your Open Studio you must have a current Working With Children Check Card (send in with your application).
- Collect postcodes & numbers of visitors - returned to us within 10 days of the completion of your Open Studios weekend. This is vital information required by our funders.
- Provide sales figures - these will be aggregated & de-identified for use in future funding applications.
- Participate in the evaluation process. This is a key part of your obligations as a participant in the program. It's your opportunity to provide feedback on your OS experience which will be used to improve the OS program.

## Open Studios Categories and Fees

### INDIVIDUAL ARTISTS

**Individual Artists** are practicing artists who work primarily on their own from a permanent studio (or space within your home) within the Yarra Valley & Upper Yarra region. Suburb borders include - Yarra Glen, Toolangi, Healesville, Seville, Coldstream, Lilydale, Mt Evelyn, Mooroolbark, Chirnside Park, Warburton, Yarra Junction, Hoddles Creek. If you are not sure whether your studio location is eligible, please ask.

If temporarily sharing a studio primarily for OS, each artist must apply separately and will be treated as individual artists. However, this is not encouraged as it does not reflect the spirit of Open Studios.

Individual artist fee is \$120 – we will invoice you.

## GROUPS OR COLLECTIVES

**Groups or Collectives** i.e; an Arts Society, Collaborative Group or Artist Run Initiative, should be based in the Yarra Valley as per the areas described above. A Collective Studio is a group of three or more artists who regularly work together under their own management toward shared aims. Please contact Reggie or Gabby to discuss your group's involvement.

Collective Studios will be listed as a single entity with a group profile on the map and the website. For the exhibition, the group can nominate 2 works to represent the group. Social Media will include images for each artist in the group.

**Application Fee: Collectives pay \$350** – one member of the collective must be a Member Plus\*

\* Go to [www.yava.org.au/membership](http://www.yava.org.au/membership) to become a Member Plus of Yarra Valley Arts.

NOTE: Commercial galleries or retail outlets **without working studios** are not eligible.

### APPLICATION REVIEW PROCESS:

Your eligibility to be part of the Yarra Valley Open Studios event is primarily judged by your application and so you should ensure that your application is of a high standard and provides the best possible representation of your work and your studio. Your description of your studio and your arts practice will be used for promotion.

**Incomplete or late applications will not be considered.**

Artists will be notified of **application outcomes by email by 6 June 2024**

### REQUIREMENTS ONCE ACCEPTED INTO THE PROGRAM:

- You will provide any further information by deadlines as required. Late submission of information may jeopardise your involvement in Open Studios.
- You will pay the Open Studios Fee of \$120 upon invoice.
- You will provide proof of appropriate Public Liability Insurance.
- It is a requirement of acceptance to be or become a Member Plus of Yarra Valley Arts. Annual Membership is \$140. Details [www.yava.org.au/membership](http://www.yava.org.au/membership)
- You are required to be a Gallery Guide at YAVA Gallery at least once during the Open Studios Exhibition.

\* **Note:** payment is due within **30 days** after you have been advised your application has been successful – we will invoice you.

See below for important dates

# Important Dates

## Open Studios Weekends 2024

Yarra Valley – 12 & 13 October

Upper Yarra – 26 & 27 October

Studios open 10am – 5pm both days

## Open Studio Group Exhibition (All artists)

26 Sep- 27 Oct at YAVA Gallery, Healesville

Launch Thursday 26 September 6pm

## Application Process & Meetings

We strongly encourage all artists to attend these meetings to stay informed, ask questions, get tips and advice from experienced participants, meet new artists, celebrate the ups, learn from the downs, and to generally enjoy the Open Studios experience.

**Applications available:** April – [www.yava.org.au/openstudios](http://www.yava.org.au/openstudios)

**Pre-Application Q & A:** Wednesday 8 May – 7pm at YAVA

**Applications close:** Thursday 30 May 5pm

**Application results communicated:** by 6 June

## Artist meetings

**Celebration & What to Expect - Wednesday 26 June 7- 8.30 pm @ YAVA**

**Are you Ready? – Wednesday 18 September 7pm @ YAVA**

**Post event Celebration and Evaluation:** Wednesday 13 November @ YAVA

**LOOK OUT** for your invitation to join the closed [Open Studios Members Facebook](#) group where we will communicate to you on all things OS.

We will use the Yarra Valley Arts Open Studios Facebook & Instagram to communicate with the public.

<https://www.facebook.com/YVAOpenStudios>

<https://www.instagram.com/yvaopenstudios>

## Key contacts

Gabby Higgins 0452 540 664

Reggie Clark 0418 851 819