



INFORMATION FOR ARTISTS

Artist pre-event checklist

Studio

- De-clutter
- Make the studio an interesting and welcoming place
- Remove valuable or precious objects
- Consider displaying information outside to entice passers-by to enter

Press, publicity, invitations

- Follow up press releases you have sent – are they using it? Do they need anything else?
- Launch invitations and reminders – compile invitation lists and send out
- Consider creating a flyer/business card/postcard with your contact details for people to take away or pass on

Work

- Compile inventory
- Create your price labels or price list
- Start hanging and preparing your studio early – it always takes longer than you expect!
- Invest in an online payment facility

Directions

- Check where you can and can't put your directional signs – see our guidelines to ensure you comply with Devon County Council's specifications.
- Link up with other studios nearest to you and use directional signage and ensure they are doing the same. The yellow logo is a visible way of connecting artists as well helping visitors find your studio.

Sales

- Get your receipt book ready
- Ensure you have a cash float
- Stock up on wrapping materials
- Stock up on red 'Sold' stickers
- Enlist a friend as 'Sales Assistant' – sometimes it's easier for other people to sell your work

Visitors' Info

- Devon Artist Network supplies you with visitor information sheets for you to capture details of your visitors for your own mailing list. Visit the [Devon Open Studios membership page](#) to download forms.

Health & Safety Check

- Please read and follow the Health & Safety guidelines to ensure yours and your visitors safety is paramount.