



**OSO**

THE THEATRE ON  
BARNES POND

# OSO EASTER ART FAIR EXHIBITORS' HANDBOOK

OSO Arts Centre

## 28 MARCH - 1 APRIL 2024



# Welcome to all Artists

## Introduction

The OSO Arts Centre is delighted to announce that our next Easter Art Fair will take place on **28 March-1 April 2024**, with a Private Viewing on the evening of **28 March**. In its third season, the Fair will again showcase the work of a selection of 30 talented artists; our aim is to feature a diverse selection of work across different genres and media.

In this handbook you can find all the information that you need as an Exhibitor, but please do not hesitate to contact the OSO Team on [artfairs@osoarts.org.uk](mailto:artfairs@osoarts.org.uk) if you have any questions.

Participation in the Fair is by application (see link to form below). Please ensure you read our Terms & Conditions below before applying. Please note that **submitting an application form does not guarantee you a place** at the Fair; once applications have closed, we will select the exhibitors.

The aim of the Art Fair is to feature a diverse selection of work across different genres and media. Exhibitors are requested to donate 20% of the value of the sales to the OSO as part of the OSO's ongoing charity fundraising.

## Exhibition Venue

The OSO Arts Centre, Barnes Green, London SW13 0LF <https://www.osoarts.org.uk/uk> This local and much-loved cultural hub, with a lovely café serving homemade food, provides a perfect venue situated in the heart of the village, overlooking the Pond on Barnes Green.

## Art at the OSO Key Dates, Timing and Deadlines

Monday 29 January	Applications close
Friday 2 February	Artists notified as to whether they have been selected to be part of the exhibition
Monday 26 February	Deadline for return of artist information and images of work for those exhibiting at the Fair
Saturday 11 March	Exhibitors to supply full list of work for consignment list



Wednesday 27 March	10pm onwards	OSO to build exhibition space
Thursday 28 March	10pm-6pm	Exhibitors to hang labelled work
	7pm-9pm	Private Viewing by invitation
Friday 29 March	10am-4pm	Art Fair open to public
Saturday 30 March	10am-4pm	Art Fair open to public
Sunday 31 March	10am-4pm	Art Fair open to public
Monday 1 April	10am-4pm	Art Fair open to public
	2pm-4pm	'Meet the Artists'
	4pm-6pm	Exhibitors to remove work & OSO to dismantle exhibition space

## Terms & Conditions for Exhibitors

**Payment of the entry fee by successful applicants indicates acceptance of the Terms & Conditions set out below.**

*References to 'the Timetable' below refers to the dates listed above under the heading 'Art at the OSO Key Dates, Timing and Deadlines'.*

### 1. Application

To apply to exhibit at the Easter Art Fair, artists will need to complete an [application form](#) including their contact details, a short bio and a description of, and a link to, their work.

Successful applicants (Exhibitors) will then be offered a place by email to which will be attached an invoice for the entry fee. **An Exhibitor's participation at the Fair will only be guaranteed only upon payment of the invoice.**

Any unsuccessful applicants will be placed on a waiting list in the event a place to exhibit subsequently becomes available.

### 2. Entry Fee

Exhibitors will be invoiced for £85 (the Entry Fee) for a singular exhibition space of **2m<sup>2</sup> space (1m (w) x 2m (h))** (Exhibition Space) (£160 for a double one) to cover exhibition set-up costs, lighting, publicity, refreshments at the Private Viewing and other *ad hoc* expenses.

Payment of the Entry Fee is required by the date in the invoice to secure a place, failing which the offer of a place to exhibit at the Fair automatically lapses.



### 3. Exhibition Space

#### Exhibition space - wall artwork

The entry fee guarantees the Exhibitor a singular Exhibition Space on an individual wall panel for each Exhibitor to hang their artwork. The position of each Exhibitor's Exhibition Space will be decided by the OSO in advance and **Exhibitors may not relocate their Exhibition Space.**

#### Floor exhibition space - 3D artwork

There will be some limited floor space for 3D artwork, which will be positioned throughout the Exhibition Space.

#### Browsers

There are several shared browsers available, which can accommodate up to 10 pieces of unframed work, available free of charge. If you require shared use of one, please indicate this on the application form.

Please ensure artwork for the browsers is protected by acetate sleeves and strong backing card to prevent it getting creased, marked, or damaged. Browser pieces can be replaced at the end of the day by new pieces once they are sold.

**Artwork in the browser must be clearly labelled by the Exhibitor** on the back of the acetate sleeve using the labels provided.

### 4. Publicity and Marketing

#### Social Media

There will be a range of marketing activities to support the Art Fair which will include printed promotional material (posters etc), inclusion within the OSO quarterly programme, the OSO website, and the OSO social media platforms (Instagram (@osoartscentre), Facebook (OSO Arts Centre) and Twitter (@osoartscentre)). Exhibitors will be sent a selection of messages that they can use on their own social media platforms and are encouraged to include the hashtags #OSOGallery and #OSOartcentre.

The OSO will run a digital marketing campaign featuring a 'countdown,' announcing all the Exhibitors in the run-up to the Art Fair.

#### Exhibitors' Marketing Obligations

Exhibitors are required to share OSO posts about this event on their own social media.



The OSO will provide Exhibitors with a generic OSO Easter Art Fair graphic for use on their own social media platforms.

Exhibitors wanting to upload posts about their individual work are asked to include the generic OSO Easter Art Fair graphic and the hashtags #OSOGallery and #OSOartscentre.

## 5. Exhibitor information/image of work

As part of the marketing content, we request that all Exhibitors provide one image, **by 26<sup>th</sup> February** 2024, that best represents your work (and ideally one that will be shown at the Art Fair), along with 20 words to describe your work. The image and information provided will be used to create a programme for the Fair.

Images must be in jpeg format at 300dpi resolution and between 1500-2000 pixels wide and supplied as follows:

- a. Name the image file [Firstname]\_[Surname]\_[Title].jpeg
- b. Include in the body of the email the following information:

*[Name of the Exhibitor]*

*[Title of the work]*

*[Medium]*

Please email your image and the information above to [artfairs@osoarts.org.uk](mailto:artfairs@osoarts.org.uk) with 'Image [your name]' as the email subject.

## 6. Consignment List / Display labels

Exhibitors are required to provide a list of work that will be shown at the Art Fair. A consignment list form will be sent to you once you have been accepted as an Exhibitor. This information will be used as a record of what is sold and to produce the required display labels.

All pieces of work to be hung on the wall (including any spare/reserve artwork) will require display labels on the display panel and on the back of the picture. Two sets of display labels will be supplied by the Art Fair organisers to ensure a consistent look. Handwritten labels are to be avoided.

We require all Exhibitors to email us their consignment list by **11<sup>th</sup> March** to be able to prepare the display labels in time.

## 7. Cancellation provisions

If the Exhibitor cancels, then the OSO regrets that it is unable to refund the Entry Fee in any circumstances.



In the unlikely event the OSO must cancel the Fair, then all Exhibitors' respective Entry Fee will be refunded in full.

## **8. Risk, Loss & Liability**

Exhibitors display and sell their artwork entirely at their own risk and the OSO does not accept any liability for loss or damage to any Exhibitor's artwork.

## **9. Allocated Wall Panel**

Each Exhibitor is allocated their own 2400x1200mm wall panel which will be decided by the OSO in advance. Exhibitors must abide by the OSO's decision and not move to a different location.

## **10. Hanging Requirements**

Exhibitors **must** hang their own display and supply their own tools (e.g screwdriver, tape measure) to hang their artwork. Wood screws (8 to 10 gauge – 4 to 5mm diameter) will be provided by the organisers for you to use to hang your framed artwork.

All artwork that is displayed on the walls should be professionally framed. Framed work should have D rings attached to the back of the frame 10cm from the top with brass picture hanging wire secured - without too much slack - through the D rings.

### **Labels**

Two sets of display labels, for each item of hanging artwork (including spares), plus one for each item in the browser (if used), will be supplied by the OSO to ensure a consistent look.

All pieces of work to be hung on a wall panel (including any spare artwork) will require display labels to be stuck on the display panel and on the back of the picture by the Exhibitors.

Artwork in the browsers, if used, must be clearly labelled by the Exhibitor on the back of the acetate sleeve using the labels provided by the OSO.

### **Other requirements**

A border of 100mm at the top, 300mm at the bottom, and 100mm each side of the wall panel must be kept clear to avoid crowding out neighbouring displays. This margin is clearly delineated with a red line on the hanging grid. This will leave an overall area of exactly 2m<sup>2</sup> within which to display as much work as you choose.

## **11. Promotional Postcards and Prohibited Sale Items**



A limited number of A6 clear postcard holders will be available for Exhibitors' postcards, to use as promotional material to give away to the public. **Kindly do not sell Postcards, Books, Calendars, Christmas Cards, T-Shirts or any other kind of promotional merchandise.**

## **12. Art Sales**

The purchase of all work will be managed by the OSO and all sales money will be payable to the OSO trading account. Sales will be recorded on the consignment lists supplied by each Exhibitor. Customers will be given a receipt and a copy will be retained by the OSO.

Purchasers will be asked to leave their name and contact details. Purchasers are requested to take the artwork immediately. When this is not possible, the purchaser will be given a receipt and a red dot placed against the picture.

We kindly ask Exhibitors not to negotiate the private sale of, or take personal payment for, any of the work on display for the duration of the Art Fair.

## **13. Payment by the OSO to Exhibitors for successful sales**

After deducting a donation to the OSO of 20% of an Exhibitors' total sales value, Exhibitors will be paid 80% of their respective total sales value by the OSO.

Within 10 days of the end of the Fair, the OSO will notify each Exhibitor of the total sales (if any) of their artwork by emailing a statement of account with a request for each Exhibitors' bank details.

On receipt of bank details, each Exhibitor will be paid within 7 days via bank transfer.

## **14. Exhibitors' obligations during the Fair**

Whilst it is preferable if all Exhibitors were in attendance throughout the duration of the fair, we understand this is not possible. **All Exhibitors are however required to attend the Private Viewing (or provide a representative) and the 'Meet the Artist' session.**

For the remainder of the fair, each Exhibitors will need to commit to be in attendance for half a day to ensure that there is a good presence of Exhibitors at any time to help the sale of all artworks; OSO staff and volunteers will also attend all times.

Exhibitors are encouraged to have several spare works that can replace any work that has been sold and removed from the display. They are asked to come in at 4pm each day to replenish their panel. The OSO will provide a holding sign during the day which states: 'This item is sold... more art coming soon'.



Exhibitors must not exhibit any work marked 'Not for Sale'.

### **15. Dismantling and Removal of Work from the OSO**

All work should be dismantled and removed from the OSO on **Monday 1 April** between 4-6pm following the Fair.

### **16. Theft and Loss of Work**

Although very rare, losses through accidental damage or deliberate criminal activity can occur from time to time. All Exhibitors are reminded that their work is displayed at their own risk and the OSO **will not accept liability for any loss due to accidental damage or theft** apart from that of cash, cheques, and other forms of payment for which they are responsible.

### **17. Private Viewing**

OSO Members will also be invited to the Private Viewing on **Thursday 28 March**. Exhibitors will also be able to invite potential buyers. Invitations and a link to book (free) tickets on the OSO website will be sent to all Exhibitors for them to forward to friends and family; these will be allocated on a first come first basis.

Each guest will be welcomed at the door with a free drink. There will also be a paying bar running for the duration of the Private Viewing run by the OSO.