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**M.O.S.T 2020 - Mansfield Open Studio Trail**

**When**: Saturday 31st October and Sunday 1st November of the Melbourne Cup weekend

**Time**: 10.30 AM to 4.30 PM

**Who**: Artisans in Mansfield Shire; Arts Council of Mansfield

An annual event held on the Melbourne Cup weekend which celebrates community, creativity, and our beautiful High Country. Visitors can tour Mansfield Shire and discover the artists of our region, as they open their doors to the public, some for the very first time. It is an opportunity for the public to gain an insight into the workings of a studio, see practical demonstrations, view, and purchase artworks directly from the studio door and maker.

* A free event supported by Arts Council of Mansfield, Mansfield Shire and Regional Arts Victoria

**Signage** –signs for M.O.S.T, vibrant and recognizable for drivers to follow to various studios (Mansfield Shire to assist) printed A3 size. Artists given signs to attach to markers relevant to their studio location to help visitors find their studio. Artists can mount these to boards for attaching to signposts, roadside markers, studio gates etc. Directional arrows could be added.

**Google Map** - Create Google Map listings – Artists to list their studios with [Google Maps](https://www.google.com.au/maps). Key in your studio address to locate it. You can add a label, and add it to Google My Business, if you wish. Google map links listed on ACM website

**Promotion** - ATDW listing of events – ACM to create a listing on Australian Tourism Data Warehouse. Information is disseminated to tourism websites.

Social Media – Instagram and Facebook accounts of the Arts Council of Mansfield

**Studio** – Artists can open their studios to the public and sell their work. If your studio is not suitable for the public to enter, (space wise, access etc) you can display your work under a carport, on your deck or veranda, in the garden, under a marquee etc.

You can also team up with another artist and show your work together at the one location. However, you must both fill in a registration form.

**ARTIST REGISTRATION - MOST 2020**

**Please fill in the highlighted areas, agree to T & Cs below, save and email to** [**mail@wendyjagger.com**](mailto:mail@wendyjagger.com) **with up to 3 product images, portrait image and Artistic C.V (optional).**

|  |  |  |  |
| --- | --- | --- | --- |
| Name |  | | |
| Address |  | | |
| Phone |  | Mob. |
| Email Address |  | | |
| Website Address |  | | |
| Studio Name |  | | |
| Studio Address (as above if same as home address) |  | | |
| Studio Address listed on Google Maps? Insert URL |  | | |
| Facebook Name and account |  | Account Name |
| Instagram Name and account |  | Account Name |
| Home Insurance Company |  | Certificate of currency expiry |
| Portrait image? 1500pixel width, max 2mb. Yes / No |  | Product image?1500pixel width, max 2mb |
| Will you give demonstrations? If yes, please describe briefly |  | | |
| Artist Statement. 50 words maximum. |  | | |
| Have you up to 3 product images and Portrait image? Yes/No |  | | |
| Would you like to attach an artistic C.V (optional)? Yes/No |  | | |
| Have you read the terms and conditions? Yes/No & Initials please |  | | |

**ARTISTS – Terms and Conditions**

1. Read all of the Terms and Conditions.
2. Fill in highlighted areas of above form and SAVE. Email with required images and optional Artistic CV to [mail@wendyjagger.com](mailto:mail@wendyjagger.com) by 23rd October. The earlier the better, so that you can be promoted as part of MOST as soon as possible.
3. Artists must be current members of [Arts Council of Mansfield](https://artsmansfield.com.au/member-benefits/) sign up here.
4. You must be a resident/home-owner/member of artistic group located within Mansfield Shire.
5. All MOST locations must be within the Mansfield Shire.
6. Participating artists must have public liability insurance for their property (usually included in home/property insurance. Refer to this link from [Canstar](https://www.canstar.com.au/home-insurance/legal-liability-key-reason-home-insurance/) to give you a basic understanding. Check your home insurance policy. Must be with a valid Certificate of Currency valid for the dates of the event

Or, you may have artisan’s public liability with a valid Certificate of Currency valid for the dates of the event. Some Art associations offer this such as NAVA, Craft Victoria, The Australian Ceramics Association, and they provide cover for $10 to $20 million for exhibitions, markets, classes, products etc. (Wendy can give some info).

1. Clear quality images of work (up to 3), one good photo of yourself in your studio. Each image must be 1500 pixels wide, max 2mb, jpg format. (you can resize these in Microsoft Paint, Photoshop, and other photo editing programs, quite easily. Select Image Size)
2. You agree that you, or your representative, must be present at all scheduled opening times – Saturday 31st October and Sunday 1st November 10.30 am to 4.30 pm.
3. You will encourage visitors to visit other studios in MOST. If we all do this, we should get good visitation.
4. Your artwork must be of a good quality, priced clearly, if for sale, and on display in a clean and presentable area suitable for public access with social distancing. Samples and seconds can be sold but must be marked as such. (A good opportunity to clear out the studio!).
5. It is recommended that you have a point of sale device, such as [PayPal Here](https://www.paypal.com/au/webapps/mpp/credit-card-reader) or [Square](https://squareup.com/au/en), so that you can accept card payments, which is recommended during this COVID19 pandemic. If you accept cash only, you may miss out on sales as people are carrying less cash with them.
6. **COVID19** –

* Your space must be able to accommodate 2 or more people with 4 m2 per person, or else be outdoors on a veranda, a marquee or in the open air. If outside, please make sure you prepare for any weather.
* Please provide hand sanitizer at entrance. Have a sign at the entrance to space of how many people permitted at one time.
* You and your visitors must always wear a face mask, unless otherwise directed by the Victorian government.
* Have a register for anyone staying more than 15 minutes in your space, people can put their details down (one will be emailed to you for printing).
* Sanitize high touch areas, like door handles, pens, point of sale terminals regularly throughout the day.
* If you provide bathroom facilities, please provide hand wash and paper towel.

1. Mailing list – have a mailing list available for visitors to join, name, email address and comments. Arts Council would like to be given a copy of this list at the end of the event. A template will be emailed to you for printing.
2. Artists will be given signs to attach to markers relevant to their studio location to help visitors find their studio. Artists can mount these to boards for attaching to signposts, roadside markers, studio gates etc. Directional arrows could be added. It is up to the artists to put these out by Friday 30th October 4pm.
3. Artists are expected to promote MOST on their social media accounts, among their social and business networks and to help build MOST into a vibrant annual event in the Mansfield Shire.
4. Artists will have a group Zoom meeting in the week leading up to MOST. Date and time TBA.

We hope that we can join to make MOST a real event of significance on the High-Country calendar in the future.

Prepared by Wendy Jagger – 0418392805 [mail@wendyjagger.com](mailto:mail@wendyjagger.com)