



Introductory information for the

'Open gardens & homes art trail'

Saturday 23 January & Sunday 24 January, 1pm-5pm

The 'Open gardens & homes art trail' is being planned as a key event during the 2010 Greytown Arts Festival. This is a Trail in which each home will showcase a group of artists / craftspeople who will display their work in the garden and / or on the verandah.

Each home will have a theme eg. the quilting house; the watercolour house; the stone sculpture house etc, and this will be detailed on a map / ticket so that visitors know in advance what type of work they will see at each home. Visitors will therefore get a view both into Greytown's beautiful gardens and the creativity of the region.

Trail dates / times

We envisage the Trail will run on Saturday and Sunday afternoons of the Festival, from 1pm to 5pm.

Details of the Trail

Our Trail will involve around 10 properties, some to be on Main St and most to be within easy walking distance of the town centre, with a few at quick driving distance eg. Woodside Road. There will be flags on the street outside each home so that passing pedestrians and motorists will also be encouraged to stop and take part, as well as those who have bought the map / ticket at the Town Hall.

We are currently identifying suitable homes and artists to be featured on the Trail. We intend to carefully match groups of artists to each location. For example, we envisage that bold contemporary sculpture or paintings would be best displayed at a modern house, while embroidered and crocheted crafts would be suited to a cottage garden / historic villa.

Some homeowners may agree to artwork being displayed in a room in their home. In this case, a strict shoes-off policy would be enforced by the artists present and/or Greytown Lionesses who we are hoping will be maintaining a presence at each of the homes. Other rooms not featuring artworks would be marked out of bounds with ribbons etc.

Artists will be present at each of the locations during the Trail so that visitors can meet them, and they will manage the sales of their work.

The map / ticket

We will produce a ticket that will serve both as a map of the Trail and also as proof of purchase to be shown at the entrance of each house.

The ticket is likely to be around \$10, which gives access to all homes on the Trail. It would be sold at the Greytown Town Hall during the Festival, and at the entrance to each of the homes.

There will be details of the art theme of each house so visitors know in advance the type of work they will be seeing at each location.

Artist fees

There will be a fee (to be decided) for each exhibiting artist featured on the Trail. We envisage that artists will manage their own sales and there will be no commission taken on sales.

Acknowledgement to homeowners

We will be discussing with homeowners as to how to appropriately acknowledge their contribution to the Trail, whether by payment or a gift.

Promotions

The Trail will be promoted nationally and locally as part of the Festival, through the Festival website, posters and other materials. The flags and map / ticket will be key promotional tools throughout the weekend.

Greytown Lionesses

We are in discussions with Greytown Lionesses and it is likely that they will be supporting us by maintaining a presence at each of the homes, and selling tickets and checking that visitors have purchased a ticket at each of these homes. They may run a promotional stall / plant or craft stall at one of the gardens.

We anticipate that one to two Lionesses would be present at each of the homes for the duration of the Trail: one at the entrance of the home to check and sell tickets, with the other maintaining a presence in the grounds and at the house to ensure, along with the artists and homeowner, that artworks or property are not moved or damaged and visitors stay within the areas agreed with the owner.

Our background

Janie Nott and Anne Taylor are sharing the task of organizing visual arts events for the Festival. We have experience arts publicity and management, participating in and mounting exhibitions, including the Main Artery exhibitions. We organized a series of 'open studio & garden' art exhibitions with friends at Victoria Cassells' historic home on Main Street. These were successful and well attended, and we believe a Trail of 'art gardens and homes' over the Festival weekend will also be very enjoyable and successful.

Thank you for your support and we will be in touch with further information.

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Images from the open home & garden event at Victoria Cassell's house, 24 Main St, in which paintings, quilts and crafts were displayed creatively in the garden, on the verandah and in her studio. We used easels, ladders, tables and chairs for the cushions, crafts, paintings etc.



www.greytownartsfestival.co.nz