



# WIRKSWORTH FESTIVAL 23

The Art Trail 9 & 10 September

APPLICATION  
PACK





# WIRKSWORTH FESTIVAL 23

The Art Trail

9 & 10 September

## Application Pack

Thank you for your interest in exhibiting on the Wirksworth Festival Art Trail 2023.

Please read this pack carefully before submitting an application. Even if you have exhibited before make sure you read the whole pack. It will make completing the application form easier and give you more details about the event.

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**DEADLINE FOR APPLICATIONS:**  
17:00 on Sunday 30th APRIL 2023



### QUESTIONS?

If you have any questions email me or give me a call and I'll do my best to help.

Sue Cullen

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## Festival Background

Wirksworth is a Derbyshire market town rich in history. Lead was mined here in Roman times and the parish church, which dates from about 653, is sited on the junction of at least five ancient trackways. In 1306 the town was granted a charter by King Edward I to hold an annual three-day fair in honour of the Blessed Virgin Mary (to whom the parish church is dedicated). It is this charter that still sets the dates for today's Wirksworth Festival - a celebration of arts and creativity by and for the local community.

Wirksworth Festival began in 1979, with a £1000 grant from the Town Council, a small group of people doing everything, and a programme on a folded piece of blue paper. In 1994 a group of local artists decided to show work in their own homes during the Festival and invite artists from outside the town to join in - the Art Trail was born.

Since its beginnings, the Festival has evolved thanks to the hard work and commitment of many people. Come Festival time an army of over 100 volunteers help make this annual event happen. We now host over 150 artists and welcome thousands of visitors, but it still remains firmly rooted in the local community.

The Coronavirus global pandemic saw Wirksworth Festival go online for the first time in 2020 but we were thrilled to return to the 'real' world in 2022, welcoming artists and visitors back to our town.

## The Art Trail

A major event of the Festival, the Art Trail involves local people opening their homes to turn the town into a multifaceted gallery with over 150 artists & makers exhibiting and selling their work in more than 70 venues. The exhibition spaces are in buildings ranging from charming stone cottages to impressive Georgian townhouses, historic and quirky buildings, gardens, courtyards, shop windows and civic buildings and churches.

For visitors the Trail is the perfect way to meet artists; talk about the work and buy affordable contemporary art. For artists it is the opportunity to meet customers face-to-face; talk about their work, get feedback, make sales and build new relationships.





We welcome applications from contemporary artists and designer/makers of any disciplines which are suitable for display in our venues.

*... This was the first time I had participated in the Festival and I thoroughly enjoyed every minute of it. I was made to feel very welcome by both your Team and other makers. The standard and quality of everything was fabulous. It was lovely to meet so many incredible visitors who just added to the feel good vibe that surrounded the town. Thank you!... (Artist at the Town Hall Makers Market)*

## The Venues

The Trail uses two types of venue:

- 1) Private Homes and Community / Partner buildings eg: The Parish Room or The Church
- 2) The Town Hall and The Memorial Hall.

### Private Homes and Community / Partner Buildings

Our venue hosts very generously agree to let the Festival and exhibiting artists use their home / space during the Trail weekend free of charge. Every artist is expected to respect this, taking steps to ensure there is no damage or disturbance to the venue during the weekend and ensure the space is restored to its original condition at the end of the weekend. The hosts are invaluable to us and we ask all artists to show their appreciation.



### The Town Hall and The Memorial Hall

These two venues offer 25 'table top' spaces for the two Maker Markets. There are no hanging facilities and they are only suitable for smaller work eg: jewellery, ceramics, glass etc. 1 table and 2 chairs are included for each exhibitor.

Spaces in the halls are limited and only available to Makers who make their own work - no bought in stock. If you wish to be considered for one of these markets please ensure you select this option on the application form.

*...It was a brilliant weekend. Loads of visitors engaged with the work. Venue was wonderful and host super friendly. Quality of curation exceptional too! Thanks for having me....(Artist hosted in a private home)*

### Access

Most of our venues are private homes and therefore may not be completely accessible for individuals with restricted mobility. If you have specific access requirements, you will be able to let us know when you confirm any offer made.

The Town Hall and the Memorial Hall are fully accessible for artists/makers wishing to be considered for the Maker Markets.

### Venue Allocation

All venue allocations are at the discretion of the Festival and while we do try to respond to specific requests, we must consider a wide range of issues when allocating artists to venues and it is not always possible to meet everyone's requests. You will be informed of your venue in early July, at which point you will need to contact your venue host direct to introduce yourself and discuss details.





In the event an artist feels a venue is not suitable they should contact the Festival as soon as possible and no later than the end of July. Any requests for venue changes will not be accepted after this date. You should provide details of why you feel the venue is not suitable. Please note the actual location is not considered a valid reason to change the allocated venue. We will consider requests but cannot guarantee another venue is available.

### Health & Safety

All participating artists need to be mindful to ensure the health, safety and welfare of themselves, their hosts and others. The Festival shall not be

held responsible by any exhibitor or their staff/agents or members of the public for any injury or loss due to negligence or unsafe displays or goods. It is the responsibility of all artists to consider safety in all aspects of their participation in the Festival, and to follow instructions from festival staff.

*... Lovely space, good strong tables, well advertised, great range of artists there, very busy all weekend, good info pack, the town hall is a great space ... (Artist at the Town Hall Makers Market.)*

### Insurance

The Festival accepts no liability for damage to or loss of work or other equipment either on display or in transit. Artists must take out their own insurance to cover all risks associated with their participation in The Trail.

All participating artists must have Public Liability Insurance (PLI) for a minimum of £5 million sterling and give details and send evidence of cover when confirming an offer of a place. (see Terms & Conditions)

If you don't already have insurance most UK insurance brokers will be able to arrange Public Liability Insurance for you or you may want to look at specialist insurers eg:

The Artists' Information Company: [www.a-n.co.uk](http://www.a-n.co.uk) where annual membership entitles you to Public & Product Liability Insurance and Professional Indemnity plus access to a huge range of useful resources.

or

Ian W Wallace: Specialist Insurer: [www.craftinsurance.co.uk](http://www.craftinsurance.co.uk)

### Marketing & Promotion

The Festival works with partners to promote the Festival as a whole and the individual artists appearing.

- We ask all selected artists to help us promote the Festival through their wider networks and social media. Marketing resources will be available to help.
- All artists will have a profile page on the Festival website with their artist statement and images.
- The production of the Festival marketing material, including the Trail Guide and web listings, depends on the provision of information by the artist on the application form. The Festival accepts no liability for any errors or omissions in its advertising and promotional material.
- The Festival reserves the right to crop submitted images and edit the artist statement to suit specific publicity needs.







## The Selection Process

The Art Trail is a selected event chosen by a panel of five including some or all of the following:

- Practising artists and makers, curators
- Academics and arts managers
- Festival Trustees

We receive many more applications than we have space for and even if you have been selected before there is no guarantee of a place every year. During selection we also select a small 'Reserve List' who are offered a place if one becomes available.

All artists who have fully completed the application, included their four images and paid the application fee will be considered by the selection panel.

Selection will be based solely on the submitted application and must meet at least two of the following criteria:

- High quality of concept, realisation and making
- Challenging and contemporary ideas
- Work of interest and relevance to our audiences
- Exceptional level of engagement with chosen medium
- Innovative ideas of design

The selection panel's decision is final and due to the high number of applications considered each year the panel is unable to give feedback to individual artists.

## Application Categories & Fees

### Application Fee £10

All artists need to pay an Application Fee of £10 which is payable through PayPal at the time of submission. Nonpayment of the application fee will disqualify the application. The payment of the Application Fee does not guarantee the offer of a place. It is charged solely to offset the cost of the selection process.

When you submit your application the system will automatically direct you to the PayPal website to make your payment. If you don't have a PayPal account you will be able to choose to pay by card.

*... Lovely space, good strong tables, well advertised, great range of artists there, very busy all weekend, good info pack, the town hall is a great space ... (Artist at the Town Hall Makers Market.)*

### a. Visiting Artist - £90 fee

This category is open to any artist who is not resident in Wirksworth. If accepted onto the Trail these artists will be allocated a venue by the Festival in which they may exhibit their work.

### b Resident Artist - £40

This category is only open to artists who wish to exhibit in their own home in Wirksworth i.e. artists who permanently reside all year round in Wirksworth in the house in which they will be exhibiting their own work.

If an artist does not meet this criterion, then they will be deemed to be a visiting artist and must pay the relevant fee for visiting artists.

Resident artists will be automatically accepted onto the Trail but they must complete the application process,





pay the application fee together with the Resident Artist fee and adhere to all the Terms & Conditions.

### c. Designer Makers - £90

Artists wishing to apply for a space in one of the two Maker Markets should select that category on the Application form and complete the form in full.

### d. Young Resident Artists - Under 18yrs £20

The Festival wants to support young artists take their first steps into exhibiting and therefore offers a discounted rate to exhibit on the Art Trail. The Young Artist category is only open to residents exhibiting in their own home and they must have permission from a parent. They should complete the application form in the same way and pay the administration fee.

*... thanks to all for a really enjoyable Art Trail...my venue was just perfect and enabled my visitors to handle and interact with my work. ...terrific hosts and the space was excellent... (Artist hosted in a private home)*

## Making your application

All applications must be made through the website and the non-refundable £10 application fee paid. The payment of the application fee does not guarantee the offer of a place. It is charged solely to offset the cost of the selection process.

### Images

All Artists are required to submit **FOUR good quality images** which show clearly the work they wish to exhibit. All the images you send are put before the selection panel so quality is paramount. Poor quality images are often the reason why good artists don't get selected. The selection panel looks at hundreds of pictures and blurry images photographed against a chaotic background are unlikely to be selected.

The images of your work to be considered must:

- be a good representation of the work you wish to exhibit.
- be less than 3 years old
- be the sole work of the artist making the application

If selected, the artist grants the Festival licence to use the submitted images for marketing purposes. Copyright remains with the artist who acknowledges that the Festival is not responsible for any copyright infringement as a result of this permitted use.

### Image Description

As part of the application, you are asked for a description of each image which should include the media used to create the work, the size and title of the work (if applicable)

### Image Size & Format

Please ensure each of your **FOUR** images conforms to our requirements, detailed below. Small, low-resolution images are unlikely to be selected so take your time.

- All your images need to be high resolution - at least 300dpi, and saved as jpegs.
- No individual image should exceed 2MB. Huge images could freeze the system
- No image should be bigger than 30 x 40cm or smaller than 15 x 20cm
- It is important you rename your images to fit into our system:  
You need to name the image with:  
Your Surname ,Your Initial and a Number from 1 to 4.  
For example: Wendy Young's four images should be named:

Young W1.jpg Young W2.jpg  
Young W3.jpg Young W4.jpg





## Artists Statement & CV

As part of your application, you will be required to provide a 100 word statement which should include a description of your work, inspiration and working methods. If selected, the text will be used for the Festival website and in other marketing, including print. It may be edited if necessary.

In the first instance your statement will be automatically uploaded to your artist profile page on the Festival Website. It is therefore important you write in the first person, in plain English with correct grammar and make sure the text is suitable for the public and contains no spelling mistakes.

In addition to the artist statement, you may choose to upload a CV detailing your career in more detail. This CV may be referred to as part of the selection process if the selectors require additional information.

## And finally.....

Please add both our email addresses to the trusted contacts list in your email programme and contact book to ensure you do not miss our emails.

**wirksworthapplications@gmail.com** and **admin@wirksworthfestival.co.uk**

We have simplified the application form this year and you will have the ability to save it and complete it later. However I would recommend you get everything together and just complete the application in one go.

### Make sure:

- Your four images are formatted and named in the correct manner
- You have your image descriptions ready
- Your 100 word Artist Statement is written, checked and ready to upload
- Your up to date CV is ready to upload
- Your have your credit/debit card or Paypal account details ready



APPLICATIONS CLOSE at 17:00 on Sunday 30th APRIL



## QUESTIONS?

If you have any questions contact mel and I'll do my best to help.

Sue Cullen

E: [wirksworthapplications@gmail.com](mailto:wirksworthapplications@gmail.com) Mob: +44 (0) 7913 600165



## Wirksworth Art Trail Dates to Note.....

APPLICATIONS  
CLOSE at 17:00

SELECTION PANEL  
RESULTS SENT TO ALL  
APPLICANTS by 31/5

DEADLINE FOR  
CONFIRMATION OF  
OFFER & submission  
of proof of Insurance

### APRIL

M	T	W	T	F	S	S
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31						

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### SEPTEMBER

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25	26	27	28	29	30	

INVOICES ISSUED  
BY 2/7

DEADLINE FOR  
PAYMENT OF  
INVOICE

ANY CANCELLATION  
AFTER 1/8 WILL BE  
LIABLE FOR THE FULL  
FEE



WIRKSWORTH FESTIVAL  
Art Trail Open





## Art Trail Terms & Conditions 2023

### 1. Application Deadline

- a) Deadline for ALL applications is 17:00 on Sunday 30th April 2023

### 2. Fees

The non-refundable application fee is payable at the time of application. Non payment of the application fee will disqualify the application. The payment of the Application Fee does not guarantee the offer of a place. It is charged solely to offset the cost of the selection process.

- a) **Application Fee** - ALL Applicants must pay the Application Fee of **£10**
- b) **Visiting Artist Fee** - Selected artists exhibiting at an allocated venue. Fee Payable **£90**
- c) **Resident Artist Fee** - Wirksworth artists exhibiting in their permanent primary residence in the town. Fee Payable **£40**
- d) **Designer Makers Fee** - Artists wishing to exhibit in one of the Makers Markets. Fee payable **£90**
- e) **Young Artist Fee** - Under 18yrs Resident Artist exhibiting in their home. Fee Payable **£20**
- f) If selected, all exhibitors must pay the invoice for the fee payable, in full, by the date stated below (3d).

### 3. Confirmation of Offer

- a) All applicants will be notified by email of the outcome of the selection by 31st May 2023.

- b) Selected exhibitors are required to confirm the offer of a place via email by 17:00 on Sunday 18th June 2023
- c) By applying and accepting the offer to exhibit at Wirksworth Festival exhibitors have agreed to adhere to these Terms and Conditions.
- d) Invoices will be issued by 2nd July 2023. All offers are conditional and subject to payment being made Via BACs , for the full value of the invoice by 31st July 2023
- e) Failure to pay the invoice by 31st July 2023 will result in the offer to exhibit being withdrawn and offered to an exhibitor from the reserve list.

### 4. Cancellation Policy

- a) The offer to selected artists, who have not paid the invoice by 31st July 2023, will be withdrawn and they will have deemed to have cancelled.
- b) Any exhibitor cancelling after Tuesday 1st August 2023 will be liable for the full fee.
- c) If, because of war, fire, strike, adverse weather conditions or other cause beyond the control of the organisers the event is cancelled, the organiser shall have no liability to exhibitors for the refund of exhibition fees or loss of income resulting from such cancellation.

### 5. Public Liability Insurance

- a) All exhibitors are required to have Public Liability Insurance (PLI) of a minimum five million pounds sterling.
- b) Exhibitors are required to confirm details and send proof of their Public Liability Insurance when accepting the offer to exhibit. Any exhibitor failing to supply evidence of their Public Liability by 31st August 2023 will be deemed to have cancelled their offer.

### 6. During the event

- a) All work exhibited must be original work created by the applicant(s) and in line with the work submitted to the selection panel. Bought in work is not acceptable.
- b) All goods sold must be appropriate to the event and conform to all relevant Health & Safety Legislation.
- c) Exhibitors must attend their exhibition space throughout the event (10:00 - 17:00 daily)
- d) Exhibitors may not sub-let space.
- e) The organiser reserves the right to move exhibition spaces and reallocate





space previously notified to exhibitors and to cancel and/or amend the event if required by circumstances outside their control.

- f) Any exhibitor displaying work or behaviour likely to bring the event into disrepute will be asked to leave the site.
- g) Exhibitors wishing to display work substantially different in nature from that accepted by the selection panel must apply to the organiser in writing.
- h) The organiser accepts no liability for loss or damage to exhibitors' work neither in transit, during the event nor during setting-up or dismantling. Insurance is the responsibility of the individual exhibitor and exhibitors are expected to ensure they are covered for all eventualities.

## 7. Health & Safety

- a) All Exhibitors have a responsibility to ensure the health, safety and welfare of themselves and others. The Festival shall not be held responsible by any exhibitor or their staff/agents or members of the public for any injury or loss due to negligence or unsafe displays or goods.
- b) All exhibitors must take notice and adhere to any instructions given by event staff to facilitate the safety and smooth running of the Festival.

## 8. Behaviour

- a) Wirksworth Festival is committed to providing an environment in which visitors, exhibitors, venue hosts, staff and volunteers feel comfortable and in which everyone is treated with respect and dignity. We are committed to the principles of equality in accordance with legislative provisions and we expect your support in implementing these policies.

- b) We do not condone any unlawful discriminatory act or attitude whilst participating in Wirksworth Festival or in your dealings with members of the public and festival staff. Acts of discrimination, harassment or victimisation will result in expulsion from the event.
- c) We will not tolerate any instances of work-related violence, including verbal abuse, to our staff. All our employees have the right to be treated with consideration, dignity and respect. Any instances of abuse will result in the expulsion of the perpetrator.

## 9. Marketing

- a) All exhibitors should give full co-operation to support the marketing of the Festival and agree for images of their work to be used to promote the event.
- b) All exhibitors grant the Festival a non-exclusive copyright licence for the use of any images supplied to Wirksworth Festival for the purposes of promoting and publicising the Festival. The copyright is and will continue to be solely owned by the exhibitor, who must ensure that it does not and will not infringe on any other copyright and that no information contained in the materials is or shall be inaccurate, misleading or injurious.
- c) Whilst the Festival takes every effort to ensure that exhibitors details are correct in promotional material for the Festival we cannot accept responsibility for any errors and the organisers shall have no liability to exhibitors for any claims resulting from such errors.



DEADLINE FOR APPLICATIONS:  
17:00 on Sunday 30th APRIL 2023



## QUESTIONS?

If you have any questions email me or give me a call and I'll do my best to help.

Sue Cullen

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