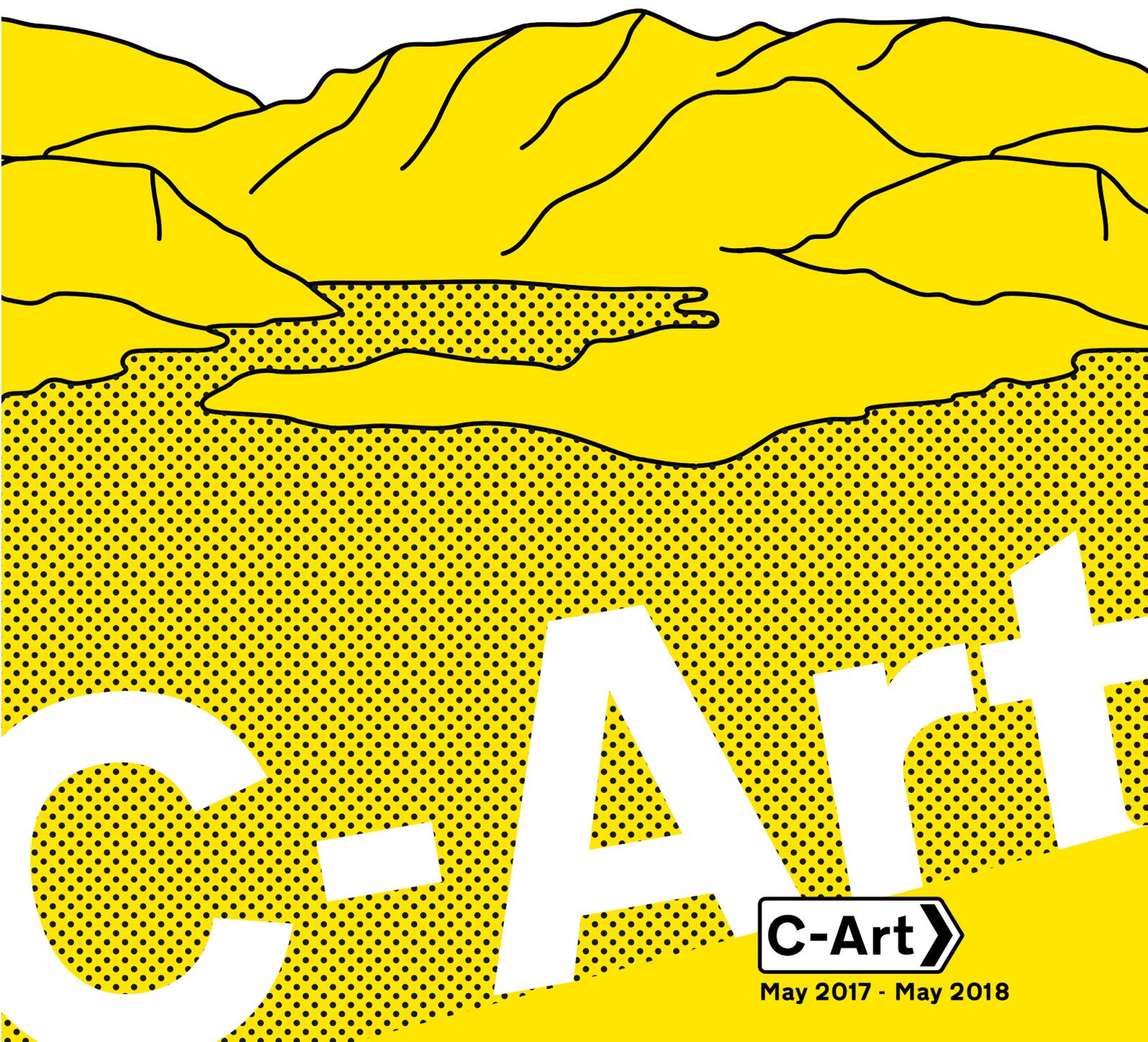


C-Art Fact Sheet

Artists 2017



May 2017 - May 2018



110 Artists
81 Open Studios
26,000 studio visits
£78,000 in sales
93,000 website views
7,000 catalogues
10,000 maps
£73,796 in media coverage

C-Art 2017

C-Art exists to nurture the widest breadth of contemporary art practice in Cumbria.

The aim is to encourage excellence and ensure that Cumbria has a regional platform for artists in order to have a recognised place in the national art-ecology.

C-Art 2017 aims to provide focused support to artists and champion excellence in Cumbrian art.

The membership scheme offers artists and makers the opportunity to form part of a wider network of artists, feature in a directory of artists on the C-Art website and keep up to date with opportunities and events throughout the year.

The Cumbrian Artist of the Year Exhibition seeks to promote and showcase excellence in Cumbrian visual arts through dedicated, selected exhibitions in a professional, established gallery setting.

Young C-Art; Young Curators and Young Cumbrian Artist of the Year offer professional development opportunities to young artists below the age of 24 yrs, from or studying in Cumbria.



C-Art Festival 2017; 8th - 17th September

exhibitions • performance • installations • films • art fair • open studios • events • art in extraordinary places

For 2017, C-Art takes on a new format - C-Art Festival - stages across numerous locations across 10 days.

BIG WEEKEND #1 - 8-10 September

- Cumbrian Artist of the Year Exhibition launch and Awards Ceremony,
- Art Fair at Rheged, Penrith of over 50 high quality arts, furniture, jewellery and more
- Live Art and Performance
- Films
- Artists Open Studios (optional for each individual)

BIG WEEKEND #2 - 15-17 September

- Open Studios weekend with Artists and Galleries opening their doors across Cumbria from 10am - 5pm each day
- Art in Extraordinary Places
- Live Art and Performance
- Films
- Crafts and Music Event @ Brunswick Yard, Penrith, with Crafty Vintage

Throughout the week artists can continue to open their studios (visitors will be able to check individual listings)

When we first suggested the idea of a Cumbria wide arts event and promotion we had no idea if it would work or whether anyone would want it.

We had seen how county events like Somerset Art Weeks and Spring Fling had achieved a great deal in promoting their visual artists collectively - as a 'big thing' - and we felt that this might work in Cumbria.

The idea was, and remains, to create a single banner to promote visual artists in Cumbria, to local and regional and national audiences.

Six years on we have achieved so much, raising tens of thousands of pounds to support the C-Art events, working with young people to encourage them to seek careers in the arts, creating exhibitions that draw in thousands of people, seeing nearly £700k in art sales and stimulating lots of publicity in all sorts of publications.

This programme has helped artists connect with an audience and to sell work. C-Art's future success lies in an ongoing 'buy-in' from artists into the notion of a collective promotion.

The C-Art Cumbrian Artist of the Year has been a great success and has brought a huge and vastly increased audience this year, long may that continue!

Adrian
Director, Eden Arts



C-Art 2017 Membership for Artists

C-Art Artist Membership £50 + VAT

Benefits

- 12 month A-Z directory listing on website (images, contact details, web-link, medium)
- Free entry to the Cumbrian Artist of the Year Competition and Exhibition at Rheged Centre 2017 (2x awards of £500)
- The opportunity to sell work in the gallery shop at the Rheged Centre during the C-Art Cumbrian Artist of the Year exhibition (to be selected by Rheged)
- Regular updates on C-Art special events and offers
- Invites to special preview evenings, Eden Arts events and film screenings
- Discount on stalls for the Winter Droving Market and C-Art Everywhere

Members will be listed and featured on the C-Art website www.c-art.org.uk throughout the year with up to three images and a brief text together with contact details and website links to their own website(s). The website will remain live between May 2017 and May 2018 and is supported by active campaigns in social media and well optimised.

2016 saw 15,600 website visits.

The website operates as a directory of Cumbrian Artists making information about Cumbrian Artists available and search-able year round.

Additional Members Opportunities

Open Studio Listing on promotional material (similar to C-Art 2016 fold out map) - Additional £60 +VAT. Studios must be open from 10am - 5pm all days.

Collective Pop-up gallery Listing on promotional material Additional £30 +VAT per member. (Minimum of 4) Must be open 10am - 5pm all days

Arts and Crafts Fair at Rheged 8th, 9th, 10th September 2017

Additional £70 +VAT per stall. Stalls come with a table and chair, or bring your own display. Stalls are allocated a 2mx2m space. Wall space is by application only (additional £10 + VAT)

Bursary Scheme

For artists creating and exhibiting non saleable works and extraordinary places ideas. Please outline your ideas on the application form.

C-Art 2017 Non Members Rates

C-Art Cumbrian Artist of the Year Application £20 +VAT

C-Art Open Studio Listing on promotional material - £120 +VAT

Studios must be open 10am -5pm all days

C-Art Pop Up Gallery/Artist Collective Listing on promotional material - £40 + VAT per Artist (minimum of 4) Must be open 10am -5pm all days

Arts and Crafts Fair at Rheged 8th - 10th September 2017

Additional £120 +VAT per stall. Stalls come with a table and chair, or bring your own display.

Stalls are allocated a 2mx2m space. Wall space is by application only (additional £10 + VAT)

to apply please visit www.c-art.org.uk/artist-opportunities



May 2017 - May 2018