



2019 Taranaki Arts Trail Conditions of Entry

IMPORTANT CHANGES CONTINUE FOR 2019 TARANAKI ARTS TRAIL

An analysis of the 2017 Trail registrations brought the Taranaki Arts Trail Incorporated Society (Taranaki Arts Trail) back to looking at its mission statement- namely :

"To provide the public with the opportunity to meet with the artist in the artist's studio/workshop".

In response to feedback from artists and visitors, we have permanently discontinued the category of "Places of Interest"

There are two categories of registration which are: '**Artist**' and '**Major Gallery**'.

The criteria for **Artist Registration** is that you must:

- Be Resident in Taranaki
- Be in attendance at your workshop or studio space for the duration of the Trail displaying a body of work, finished and in progress - **or**
- Create and be in attendance to provide that same studio experience in another space potentially with other Artists all of whom must also be present for the duration of the Trail. (Your location would be marked "Group Studio")
- Be responsible for providing an interesting and safe experience for your visitors
- Ensure only artists who have registered with Taranaki Arts Trail will have work on display or for sale at your studio or Group Studio

The Registration Fee for all artists, whether they display individually or in a Group Studio remains at \$200 per artist.

Our intention with introducing the option of locating in a Group Studio is to help first time artists who would benefit from collegial support and also assist those who simply do not work in a suitable environment for the public to visit. We believe that Group Studios, especially in rural areas may be more effective at attracting visitors than single artists. We hope and encourage the 2018 Places of Interest to provide Group Studio locations under this new criterion.



The criteria for **Major Gallery Registration** is:

- A significant brand in their own right attracting visitor's year round
- A place of exhibitions, open permanently with reliable hours
- A place that contributes to their own community as a not-for-profit entity.
- Should a Major Gallery wish to display art of a Taranaki Artist over the Arts Trail weekend we would require attendance of the artist and registration as required of an artist at a Group Studio.

The Registration Fee for a Major Gallery shall be \$350.

All prices include GST (if any)

Jenny Goddard
Chair,
Taranaki Arts Trail Incorporated Society

Any questions don't hesitate to get in contact – Niki Jenkinson: taranakiartstrail@gmail.com