



# Guidelines for NEW Artists or Groups 2025

*Mission – to promote and develop the growth of the visual arts in the Mercury Bay area of Coromandel Peninsula.*

The Mercury Bay Art Escape is one of New Zealand's leading regional art experiences. Our annual Open Studios, always in the first two weekends in March, is a major draw card on the peninsula and national visual arts calendar.

The organisation is run by a Registered Trust of volunteers with business and corporate experience and artist members/Area Reps. The Area Representatives are an operational group who implement activities and is a subsidiary part of the Trust, comprised of voluntary artist members, Trustees and others.

We operate on a collaborative basis and encourage ideas, input and involvement from all member artists.

**Submissions are welcome from qualifying artists (see below) interested in becoming members and close on 31 August 2024**

## Key Events for 2025

- Mercury Bay Art Escape Artists Open Studios 1-2 and 8-9 March 2025
- Launch of 2025 Artists Open Studios and Gala Opening night of the Showcase Exhibition - Friday 28 February 2025, Hot Waves Café, Hot Water Beach.
- Artists in Residence - week between Open Studios 3 - 5 March 2025, Hot Waves Café, Hot Water Beach.
- Showcase Exhibition - 1 March - mid April 2025 at Hot Waves Café, Hot Water Beach.

## MEMBERSHIP BENEFITS

### Open Studios Event

- The annual Open Studios attracts thousands of visitors to the region and is an ideal opportunity to promote and sell your work.
- Showcase your work to visitors and explain your creative process.
- Your work will be promoted through various media, ie print, radio, digital, our website, and in particular on Social Media ie Facebook and Instagram.
- Each artist has an individual listing in the annual free printed Guide.(approx. 8,000 printed)
- Each artist has an individual page on the MBAE website featuring headshot, full profile, description of your work, location, 5-10 images and year round contact details.
- Exhibit one recent work for sale in the annual Showcase Exhibition.
- Receive one complimentary ticket for the Gala Opening and launch of Open Studios.
- Promotion of Open Studios via print, magazine, radio, billboards, signage, websites and social media.
- You receive a promotion pack including an 'Artist' banner flag, 'Art Escape Member' sign and directional arrows if your studio is hard to find. We encourage the use of these promotional materials anytime you wish to open your studio.

### Year Round benefits

- Website listing. Each artist has an individual page on the MBAE website featuring headshot, full profile, description of your work, location, 5-10 images and year round contact details.
- Ongoing promotion during the year through Social Media ie Facebook and Instagram
- Social gatherings to meet and network with other member artists.

- We encourage visitors and residents to contact member artists at any time during the year to make an appointment to visit.
- Let us know when you open your studio at any time during the year, hold an exhibition or workshops we will promote this on our social media channels.
- You are making a contribution to the local arts scene and Mercury Bay community.
- Members of the Trust and Area Reps are available to offer guidance, mentoring and advice to artists when needed.

### **Qualifying criteria for prospective members**

- Art Escape operates on a collaborative, voluntary basis and members are asked to volunteer their time and skills on various activities and events, particularly leading up to Open Studios.
- Artists must live, have property, or have a genuine connection to the Mercury Bay geographical area of Art Escape. Area extends from Whangapoua in the north to Pauanui/Hikuai in the south. \*\*\*
- The Art Escape Selection panel is looking for artists who demonstrate a high level of skill, originality of design and quality in the execution of their work, in any media.\*\*
- Artists are required to professionally prepare and display a good selection of work, a minimum of 8-10 original works during open studios is recommended, majority of which must be recently completed and for sale.
- As part of the application process, the Selection Panel will meet with you in your studio. This is an opportunity to present your work and discuss your processes and studio space.

### **Qualifying criteria for Group Membership**

- Must be a recognised named group who meet regularly.
- Group to consist of minimum of 6 and maximum of 10 people.
- Each group member must meet selection \*\* and location criteria\*\*\* (see above)
- Each group member must professionally prepare and hang or display a maximum of 8 original handmade works per group member which must be recently completed and for sale.
- Ideally a minimum of 2 group members must be present at the Showcase exhibition.
- Benefits include 1 Guide listing 1 web page (includes individual names and max 10 images) 1 opening night ticket, 1 work in Showcase Exhibition, 1 sign/flag,
- Fees will be \$325 + \$100 each group member. First year includes a \$25 admin fee.
- One member of the group to be nominated as liaison person to communicate with Trust/Area Reps.
- Must be a member of the Members page on Facebook and be prepared to receive newsletters.

### **Qualifying criteria for Emerging Artists**

- Emerging artists - must be between the age of 18 to 25.
- Have never exhibited before outside of secondary/tertiary education.
- Professionally prepare and display a good selection of your art work, minimum of \*3-5 works are recommended, the majority of which must be original handmade works, recently completed and for sale.
- Each group member must meet selection \*\* and location criteria\*\*\* (see above)
- One member of the group to be nominated as liaison person to communicate with Trust/Area Reps.
- Must be a member of the Members page on Facebook and be prepared to receive newsletters.
- Fees will be \$125 each member.
- Fees are reviewed and set annually and apply for the period 1 July to 30 June.
- Fees are due by 1 October 2024.

**If accepted as a member/group/emerging artist your commitment will be:**

- Your membership is a strong commitment to the development of the visual arts in the Mercury Bay area.
- Volunteer your time and advise the Area Reps of any particular set of skills you can offer.
- Promote MBAE and its activities to your networks.
- To exhibit top quality recent work in the 'Showcase Exhibition'.
- Be present at your studio for the 2 Open Studio weekends, 10am – 4pm.
- Professionally prepare and display a good selection of your art work, minimum of \*8-10 works are recommended, the majority of which must be original handmade works, recently completed and for sale. \*see *Qualifying criteria for Emerging Artists* above
- Distribute Guides and Posters to your networks.
- Discuss any issues or concerns directly with a Trustee or Area Representative.

**Membership fees**

- For new artists the fee is \$325 for the first year which includes a \$25 admin fee.
- Group fees will be \$325 + \$100 each group member. First year includes a \$25 admin fee.
- Fees are reviewed and set annually and apply for the period 1 July to 30 June.
- Fees are due by 1 October 2024.
- **In the event of a potential postponement or cancellation of Open Studio events due to circumstances beyond our control, members will be consulted and a refund considered subject to expenditure on the event and dates of postponement or cancellation.**

**THE SELECTION PROCESS**

1. The Selection Panel will arrange to meet with you by 31 August 2024 to discuss your work and general membership terms and see your studio space. Further details of Open Studio Guidelines will be discussed.
2. Applicants will be notified by email of a decision by 10 September 2024.
3. Successful applicants will then be contacted by your Area Reps below with info on how to share your images for the guide and website.

**Please direct all emails to Sarah Gordon - [artists@mercurybayartescape.com](mailto:artists@mercurybayartescape.com) and your Expression of Interest will be directed to our selection panel.**

**If you have any queries do not hesitate to contact your Area Representatives via Sarah Gordon - [artists@mercurybayartescape.com](mailto:artists@mercurybayartescape.com)**

**AREA REPRESENTATIVES**

**Whitianga - Margaret Gibson**

**Cooks Beach, Flaxmill Bay, Hot Water Beach, Hahei - Sarah Gordon**

**Kuoatunu, Matarangi - Annemieke Kregting**

**Tairua - Jennifer Panther**