



Guidelines for Members and Groups 2025 / 26

Mercury Bay Art Escape began in 2006 and became a registered Charitable Trust in 2010. It has become a widely recognized and respected brand within art trails and community visual art organizations in New Zealand.

The Mercury Bay Art Escape operates on a collaborative basis, and members' assistance is expected. The Trustees and Area Representatives welcome your time and expertise on activities and events, particularly leading up to the Open Studios.

Member definition: A member is an artist operating from their 'Home Studio', 'Hub' or as part of a 'Group'. Visitors to the Open Studios have the expectation of visiting artists in their studios.

As a member you agree to the following guidelines:

- Be physically present in your studio with your exhibition throughout the Open Studio weekends 10am - 4pm daily. Visitors expect to meet the artists as part of the Art Escape experience. It is understood that there can be personal events that occur and change a member's situation, in such circumstances, a friend or partner can represent you during the Open Studios. If this happens, please inform admin@mercurybayartescape.com. Members will not be accepted if they know in advance that they will be away during the weekends of Open Studios.
- Only display and sell items that you have created yourself or are from original handmade designs that you have produced ie 60% original artworks 40% prints, cards and prints. Imported mass produced goods or crafts are not acceptable.
- It is not acceptable to sell or exhibit work by an artist who is not a paid member or associate of MBAE. If these rules are broken members will be asked to remove the items from their display or risk immediate cancellation of their membership without a refund.
- The studio should be in an accessible location suitable for visitors with some parking available.
- If you do not have a suitable studio space that is easily accessible with some parking, please consider a shared studio space with another MBAE member in your area. Contact your area rep to be referred to other member artists who may be able to share.
- Gather statistics e.g. the number of visitors during your Open Studios and the total amount of Sales and commissions you receive (forms will be supplied)

- Gather visitor information and email addresses – to be added to our mailing list (forms will be supplied)
- In keeping with the ethos of the MBAE, members are expected to collaborate and support other artists in their area, particularly new members. During the open studio event visitors should be directed to other nearby local artists.

- **Hubs**

A Hub arrangement is an option for up to 5 member artists who don't normally work together who can come together for the purpose of Open Studios.

- **Groups**

- Must be a named recognised group that meets regularly.
- The group must be a minimum of 6, Max of 10 people.
- Each member must meet MBAE selection and location criteria. ie. Artists must live, have property, or have a genuine connection to the Mercury Bay geographical area of Art Escape. The area extends from Whangapoua in the north to Pauanui/Hikua in the south.
- Each group member must be approved by the Selection Committee
- Fees are \$300 for the group, plus \$100 for each group member.
- Professionally prepare and hang or display a maximum of 8 original handmade works per group member which must have been recently completed and for sale.
- Ideally a minimum of 2 group members must be present at the exhibition.
- The group will receive 1 Guide listing, 1 web page (including individual names), max 10 images) 1 Opening night ticket, 1 work in Showcase exhibition, 1 Sign/flag.
- One member of the group to be nominated as liaison person to communicate with Trust/Steering Group. Members of a group should direct their Art Escape related communications through this liaison person and not directly to Art Escape.
- All usual Guidelines apply.

- During Open Studios we encourage you to present elements of your studio practice, these could be works in progress, your tools, raw materials or an interactive art activity etc. This is often a highlight of a studio visit as visitors get a

better understanding of your art process and enjoy seeing how you create your work.

- Display promotional MBAE banner flag at the entrance of your property during open hours of Open Studios. The use of the flag and promotional materials is encouraged whenever a member chooses to open their studio during the year. Flags remain the property of MBAE and should be given back to Area Reps if you decide not to renew your membership.
 - Images provided for membership purposes may be used for publicity.
 - Provide regular social media content to promote your work and studio. Please contribute suitable photos and videos to MBAE throughout the year to keep this promotional portal active and interesting. Content should be emailed to **socials@mercurybayartescape.com**
 - Promote Art Escape activities on your social media pages.
 - Share social media generic posts to promote the Mercury Bay Art Escape.
 - Accept social media collaboration requests.
 - Insurance is your responsibility at all times.
 - Distribute Guides, posters and other information as requested.
 - During the week in between the Open Studio event artists are encouraged to run workshops and take part in the 'Artists in Residence' program.
 - In the event of a potential postponement or cancellation of the 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.
-
- **Showcase Exhibition**
 - Each member is expected to contribute one NEW artwork for the Showcase Exhibition
 - Members are not permitted to change or uplift any artworks from the **Showcase Exhibition** until the conclusion of the exhibition (the date will be provided). When exhibiting with Art Escape please communicate any changes you wish to make by contacting admin@mercurybayartescape.com

- **Fees**

- The annual membership fee is to be paid by **1 October 2025** to MBAE Bank account 02-0496-0056621-00
- The cost for 2025/26 remains unchanged, \$325.00 for NEW members, this includes an admin fee of \$25.00. The fee for existing members is \$300.00.
- If you wish to pay in 2 instalments, please email our Treasurer to arrange accounts@mercurybayartescape.com

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.

- **Associate membership**

- Artists are permitted to invite their partners to share their Open Studio space as an Associate member artist.
- The annual Associate membership fee is \$100.
- The Associated members will receive mention and images on the webpage of the Member Artist and advertising on our social media (both will be proportional to the fee paid) However, they are NOT entitled to a Guide listing, an individual web page, Gala ticket, or a Showcase exhibition piece.

- **Guide & Website imagery**

- Artists are responsible for choosing and providing their own imagery
- Images for the guide must be of printable quality (between 3MB and 5MB)
- Paintings must be photographed straight on.
- Guide images are due by **31 August**
- Proof of the guide will be sent to artists prior to publication. It is your responsibility to check and ensure that your details are correct.
- Website images are due by **1 October** they should be hi-resolution (Max 15MB)
- Images for both the Guide and the Website should be emailed to **artists@mercurybayartescape.com**

- **Galleries**

Galleries are welcome to become sponsors. However, because they operate as third-party intermediaries between artists and their audience, fostering the commercial and cultural exchange of artistic works in a professional environment, they are considered a commercial business. Therefore, they are not eligible to become an individual member.

Membership guidelines/Registration for membership are reviewed and determined annually.

Artists are encouraged to join social gatherings and events from time to time. This is an ideal opportunity to meet your fellow artists, share ideas and discuss best practice.

The Trust and Area Reps encourage open discussion so if you have any ideas, concerns, complaints or queries please contact a member to discuss.

For membership renewal inquiries please contact **admin@mercurybayartescape.com**

If you have any other questions, please contact your Area Representatives or **artists@mercurybayartescape.com**

AREA REPRESENTATIVES

Area	Who	Contact details
Whitianga	Margaret Gibson	margib7@gmail.com
Central (Cooks Beach, Flaxmill Bay, Hot Water Beach, Hahei)	Sarah Gordon	sjgordondesign@gmail.com
Northern (Kuaotunu, Matarangi, Opito, Whangapoua)	Annemieke Kregting	mieke.kreg@gmail.com
Southern (Tairua, Pauanui, Hikuai)	Jennifer Panther	jennifer@panther.co.nz

Agreement

By joining the Mercury Bay Art Escape, you agree that you have read and will abide by the requirements in this document.