

Guidelines for Members and Groups 2026 / 27



The Mercury Bay Art Escape began in 2006 and became a registered Charitable Trust in 2010. It has become a widely recognised and respected art trail in New Zealand.

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

Key Events

- **Open Studios: Saturday 6 & Sunday 7, and Saturday 13 & Sunday 14, March 2027**
- Opening Night & Showcase Launch: Friday 5th March 2027
- Artists in Residence: 8th - 12th March 2027 (week between open studios)
- Workshop Week: 8th - 12th March 2027 (week between open studios)
- Showcase Exhibition: 5th March - mid-April 2027
- Member applications close: 31 August 2026

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

As a member you agree to:

- Agree to open your studio for the two weekends of Art Escape.
- Be physically present in your studio throughout Open Studio weekends (10am–4pm daily). Visitors expect to meet the artist.
If you are unexpectedly unavailable, a friend or partner may represent you - please inform admin@mercurybayartescape.com.
- Collaborate with other artists, particularly new members, and direct visitors to other local studios.
- Where you can, Include elements of your studio practice (e.g. works in progress, tools, materials or interactive activities) to give visitors insight into your process.

Artwork and Sales

- Only display and sell work you have created yourself.
At least 60% must be original artworks, with up to 40% re-printed copies or cards.
Imported mass-produced items are not part of Art Escape.
- Work by non-members must not be exhibited or sold.
- Respect your relationship with any gallery representing you when pricing and selecting work. The gallery can also display your works during Open Studio weekends.
- All artworks must be clearly priced.

Studio Requirements

- Your studio must be accessible to visitors and have some parking available.
- If you do not have a suitable space, consider sharing with another MBAE member. Contact your Area Rep for assistance.
- Display the MBAE banner flag at your studio entrance during Open Studio hours. Flags remain the property of MBAE and must be returned if membership is not renewed.

Promotion and Marketing

- Actively promote your work and Art Escape through your social media channels.
- Contribute suitable photos and videos throughout the year and share MBAE posts, including collaboration requests.
Content can be emailed to socials@mercurybayartescape.com
- Images provided for membership may be used for publicity by MBAET.
- In keeping with the collaborative ethos of the MBAE, members are expected to help and support other artists, particularly new members, and direct visitors to other local studios.

Administration Requirements

- Gather visitor numbers and sales data (forms provided).
- Collect visitor contact details for inclusion in the MBAE mailing list.
- Distribute Guides, posters and promotional material as requested.
- Insurance is your responsibility at all times.

Additional Activities

- Artists are encouraged to offer workshops and take part in the Artists in Residence programme during the week between Open Studio weekends.
- In the event of postponement or cancellation of Open Studios, members will be consulted and a refund will be considered against cost and timing criteria.
- All artists are entitled to a half price ticket to the Opening Night (full price \$60).

Hubs

A Hub arrangement is an option for up to five artists who come together specifically for Mercury Bay Art Escape's Open Studios. It is intended for artists who do not normally meet or exhibit together.

There are two Hub options:

- Existing Artists Hub – for up to five existing MBAE artists. Fee: \$300 per artist.
- Emerging Artists Hub – for up to five emerging artists who are in the early stages of developing their practice and who are new to MBAE. Fee: \$300 per Hub, plus \$100 per artist.

If you are interested in forming a Hub, please contact your Area Representative.

Groups

- Must be a named, recognised group that meets regularly
- Minimum of 6 and maximum of 10 members
- Each member must meet MBAE selection and location criteria. Artists must live or have property within the Mercury Bay area (Whangapoua to Pauanui/Hikuaui).
- Each group member must be approved by the Chair of the Group.

Fees are \$300 for the group, plus \$100 for each group member.

Groups receive:

- 1 Guide listing
- 1 webpage (including individual names, max 10 images)
- 1 Showcase exhibition work
- 1 sign/flag

One member must be nominated as Chair. All communication with Art Escape should go through this person.

All standard guidelines apply.

Associate membership

Artists may invite a partner to share their studio as an Associate Member.

- Fee: \$100
- Includes: webpage mention and social media promotion (proportional to fee)
- Does not include: Guide listing, individual webpage, or Showcase work

Showcase Exhibition

- Each member must contribute one new, original, artwork that's for sale
- Works must remain for the duration of the exhibition
- Any changes must be arranged via admin@mercurybayartescape.com

Fees

Annual membership fees are due by 1 October 2026:

MBAE Bank Account: 02-0496-0056621-00

- Existing members: \$300
- New members: \$325

Payment plans are available, contact accounts@mercurybayartescape.com

Guide & Website imagery

- Artists are responsible for providing their own images
- Guide images: 3–5MB, due 1 October (make it eyecatching!)
- Website images: high resolution (max 15MB)
- Paintings must be photographed straight on

If you need support contact area rep or artists@mercurybayartescape.com

Proofs will be provided - artists are responsible for checking their details

Send all images to artists@mercurybayartescape.com

General

- Galleries may become sponsors but are not eligible for membership
- Membership guidelines are reviewed annually
- Members are encouraged to attend social events and engage with the artist community

For enquiries:

admin@mercurybayartescape.com

artists@mercurybayartescape.com

Or contact your area representative

AREA REPRESENTATIVES

Area	Who	Contact details
Whitianga	Margaret Gibson	margib7@gmail.com
Central (Cooks Beach, Flaxmill Bay, Hot Water Beach, Hahei)	Sarah Gordon and Sharon Graham	sigordondesign@gmail.com shas.graham@gmail.com
Northern (Kuaotunu, Matarangi, Opito, Whangapoua)	Annemieke Kregting	mieke.kreg@gmail.com
Tairua	Jennifer Panther	jennifer@panther.co.nz
Pauanui (Pauanui, Hikuai)	Paul Schrader	creativeimagesbypaulcschrader@gmail.com

Agreement - As a member of the Mercury Bay Art Escape I agree that I have read and accepted the guidelines in this document.