

Harte Trail Studio Tour – Physical Studio Set up

Studio Assistants – You will be busy and need a few assistants

- Welcome guests
- ******Important**** - You will need to keep track of the number of people for each day this helps us with future decision making**
- Point out the artist
- Ensure safety protocols are followed – masks
- Hand out Passports, stamp them and explain what they are to do with them
- Take cash
- Wrap purchases
- Put up and take down signage EACH day
- Ensure the Buddy System is in play – tell leaving visitors to visit your Buddy Studio location

Wrapping Table

- Have some wrapping supplies handy for those who want their art wrapped – bubble wrap, bags, brown paper, tape , scissors etc (try to minimize the plastic)

Street Signage and Flags – the signage and flags are an investment for multi years– and need to be treated with care

- Have assistants place signage - Guests will begin arriving as soon as your signs & flag go up
- Remove signs at 4 PM on Saturday and then have them replaced 10 AM on Sunday – they do not stay up overnight as they will be stolen.
- Be careful putting the H wire into the ground – treat the signs with care
- Flags should be placed near the road so that they are easily visible
- Put banner flag near the end of your property – do not put it by your front door where it will be difficult to see.

Entry Way

- Whatever your entry way is – yard or home – be sure its decluttered and safe
- Post a welcome sign outdoors to let visitors know which entry or area (backyard/garage) to use
- Consider having your name or your studio's name on the doorway to help identify you.

Materials at entry:

- List and print out any required safety protocols
- Passports -for pickup and stamping

- Stamp for Passport
- Your artist Business Card and Bio
- A basket to put Passports in after visitors have been to their last studio
- A printed Thank you sign for advertisers - displayed prominently
- Extra brochures
- Application for artists who may be interested in joining – you can print this off our website
- Shoes -post a sign if you want guests to remove shoes/or remove only if dirty
- Chair to assist elderly with shoes

Financial - This is your choice

- Set up your Payment table
- Receipt book & float money
- Debit/Credit card service (may want to consider a Square TAP)
- E transfer

Labelling of Art

- All art should be clearly labelled with the title, media, price & artist bio.
- Create a professional look!
- Takes more time than anticipated so allow the necessary time.

Security

- an assistant should be in **each** area
- prior to the show, remove all small items and valuables
- block off inaccessible areas with a chair or rope

Handouts

- Provide business cards, postcards, bios that connect with your audience and leave them in several locations around your studio

Ambiance – Personal preference

- Music is a great way to soften the space and prevent any awkward silence
- Lighting is another way to create a pleasing atmosphere in your space. Using soft lighting as opposed to overhead fluorescent can really change the feel of a studio.
- Burning candles are also a great way to add ambiance and a great smell to your space
- Clean up your space as much as you can without completely interrupting your workflow if you are currently working on something. You are having guests over so it's best to clean up and make it visually welcoming
- Create memorable moments if you can in your space. Do you have something you can demonstrate