

486996

# Sustaining Your Practice

Assignment 2

Publication Proposal

## Contents

Background.....	3
Exhibition.....	3
Book.....	4
Marketing / Publicity .....	4
Website.....	5
Timescales .....	6
Summary (including Overall Costings) .....	7
Next Assignment.....	7

## Background

The primary work that I intend using for SyP is the final portfolio submitted for Body of Work with amendments or enhancements based on the feedback received during Assignment 1 and beyond. In addition, there will be some re-editing of the portfolio to reflect the nature of the exhibition, the message that I intend to deliver through the images and to better synergise with the environment within which they are to be displayed.

In parallel with this I intend to publish other work, primarily wildlife, and will allude to the progress of this during SyP without going into detail. I do, however, expect there to be lessons learnt from this extra-curricular process which will be of benefit in taking my major portfolio to a wider audience and this will be reflected in my Blog.

Throughout my final year studies, I've emphasised the local nature of my work, integrating my portfolio with my Contextual Studies work to maintain that local focus. I intend to ensure that I continue to emphasise this aspect during my SyP work.

This philosophy has helped determine how I should take my work to a larger audience. In particular, I want it to be available to the locals in Windsor rather than make it available primarily to tourists, a problem that is very relevant to Windsor.

In my opinion, the best way to ensure that the publication is seen by the local community is to arrange a local exhibition backed up by auxiliary forms of delivery such as a book and a professional website to take the project further.

## Exhibition

In Windsor I have a number of alternatives for an exhibition. I believe that the [Gallery@Ice](#) would be available for an exhibition but it is primarily aimed at the tourist market. Another gallery, [Rhubarb and Custard](#), is definitely available but is also largely aimed at the tourist market though less so.

Without doubt the best place in Windsor for my exhibition would be the [Old Court](#), now based in a disused firestation. The Old Court is the base for the Windsor Festival, an annual festival of the arts held in the Autumn involving photography, painting, drama, cinema etc. though the events occur throughout the town.

In addition, the Old Court has a thriving cultural scene involving music, culture, talks and many other forms of art, both for enjoyment and education. It would be an ideal opportunity to use the Old Court's existing infrastructure to publicise my event.

It does have the additional benefit that, with the aim of promoting local art, the cost of hiring the gallery space for a month is exactly zero. An additional benefit of using the Old Court is that the next available slot is immediately after this year's Festival which ensures a significant amount of free publicity.

The space is adjacent to the bar area, ensuring a decent footfall, and the exhibition can expand into that area should it be necessary or suitable. Something that I will probably do to pique the interest of the visitors to the bar.

In addition to the 12-14 images that I'll exhibit I'll be including a thumbnail grid with my artist's statement and a background print for information.



*The Old Court, Windsor*

## Book

Supporting the exhibition, I'll be producing a book including a wider selection of images from Windsor Great Park, again targeting the local audience. I intend leaving a copy of the book at the exhibition site so I'm nervous of my first-choice supplier which would be Loxley. Instead I'm likely to use Blurb for this version of the book though I expect to duplicate the book with Loxley, utilising their superior finish, and make this available on request.

## Marketing / Publicity

Being a tourist town there are a number of avenues available for publicity and marketing, many of them free since they benefit the tourist trade upon which Windsor is dependant.

The local paper, [The Windsor Observer](#), welcomes news about local events and the Borough website also includes a "What's On" page for publicity which is free to use.

Continuing in the vein of free publicity it's worth noting that the Windsor Photographic Society meets in the Old Court every Tuesday evening and I intend giving a brief talk to the Society while my exhibition is on.

Finally, as already mentioned, the Windsor Festival will have already finished at the start of my exhibition, but I will be able to use its infrastructure to publicise future, but connected, events such as my exhibition.

More formally, while getting my images printed locally for the show I'll be printing a number of fliers and postcards. The former will be dropped off at several local businesses and outlets with a larger number being available at the Windsor Tourist Office. This is a slight dichotomy given my key audience is intended to be the local populace but, provided that my main efforts are targeted at the local people then any additional publicity will be a bonus. The postcards will be left at the exhibition for people to take away, in effect, acting as loss leaders.

---

## *Sustaining Your Practice – Assignment 2*

---

Also, to be left at the site are business cards which are based on my new email signature advertising my website. By co-ordinating my email signature and business cards I intend to create a single, coherent presence for publicity.

In terms of wider and more long-term publicity I'm looking at two websites. Firstly I intend getting feedback from [On Landscape's](#) 4x4 review which, as well as providing the feedback that I require, also provides wide publicity for moving forward.

Similarly, I'll try to get a subset of the portfolio published on [New Landscape Photography](#), a worldwide community of landscape photographers.

### Website

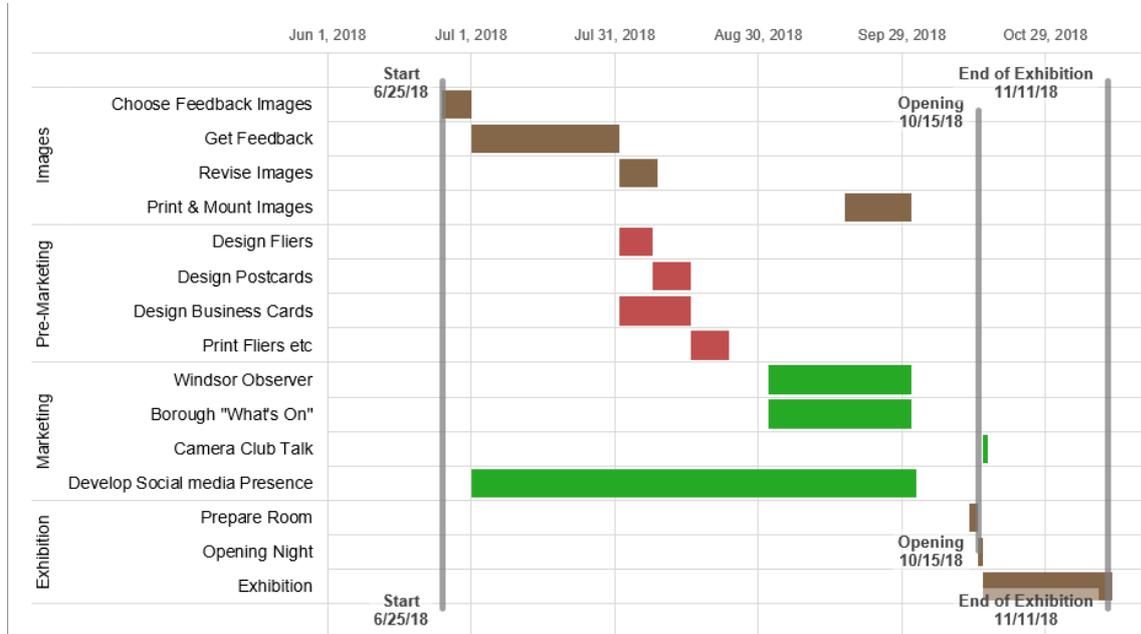
My existing website at [www.gaslight.me.uk](http://www.gaslight.me.uk) has been modified to support the exhibition. The domain and hosting costs have already been depreciated through my other interests, so it could be argued that these costs, when factored against the SyP work, are negligible.

Development costs are zero since I have done all the development myself.

Associated with the website will be a presence on Facebook and Instagram, all integrated to provide a coherent presence. The latter two will be completed shortly to ensure that they are available when I disseminate the images for feedback and to New Landscape Photography.

## Timescales

The timescales are predicated by the best available slot at The Old Court which, as it stands, is between the 15<sup>th</sup> of October and 11<sup>th</sup> of November this year.



## Summary (including Overall Costings)

In the normal course of events two of the most significant costs of an enterprise such as this would be the hire of the venue and the cost of the website development. Luckily, both costs are zero which allows me more flexibility in my other costings.

There are [bursaries available from the Borough](#) though these are generally aimed at young people, a philosophy with which I totally agree. Similarly, there are other local organisations aimed at aiding artists to publicise or show their work. Although some of these are available for more “mature” students such as myself I feel that their money would be better spent if it was aimed at those who could not afford to fund their own work.

As a result, I intend to fully self-finance my exhibition and any associated publicity costs.

<b>Virtual Boundaries: Exhibition Costs</b>	
Hire of The Old Court	£0
Image printing and mounting (15 Images) - Print, mount & trim @ £30.00 ea.	£450
Volume discount for printing	-£90
Double Sided A5 Flyers (x50)	£46
A6 Postcards (x50)	£39
Business Cards (x100)	£18
Travel and subsistence	£0
Website development	£0
<b>Total</b>	<b>£463</b>

## Next Assignment

Although not directly relevant to this assignment it’s worth mentioning my plans for Assignment 3 since this has a bearing on the publicity elements of the above.

Instead of analysing a specific role or job function I intend interviewing three different, key champions of local art in this area. Specifically, I intend interviewing:

- Martin Denny – Director of the Old Court and chairman of the Windsor Festival
- The curators at Gallery@Ice who display, market and champion local artists
- Gill Aspel – professional photographer and Windsor’s “Official Photographer”

By including these people in my research I’m hoping to expand my presence within the local art community