

# Calne Music & Arts Festival 2012

## Art Director's Report

Feedback received regards the main Art Exhibition was that if anything it better than last year so far as the quality of the art displayed was concerned. It was noted that numbers of people attending the art /festival preview and the festival finale were down on previous years. It is also noted that sales of artworks are down on previous years (less than half of what was sold last year).

Total submission 296 (up from 287 last year)  
Submissions revenue £870 (up from £831)  
note: there was a shortfall banked of £18 from what we should have received\*

Number of works sold = 12 which is 4% (down from 30 in 2011)  
Sales value £1,130 (down from £2,986 in 2011)  
Commission earned on sales £113.00 (down from £298.60)

Catalogue sales £143 (from £177 in 2011) - ordered 350 this year.

\* not paid in on art submission day.

### Points of consideration

For 2012 we again managed the art submission and hanging in one afternoon/evening rather than over two days, which with additional procedural changes to reduce processing times works well.

Lessons learned:

- not providing a cut off slip to artists meant some were unable to remember when to collect their artworks.
- Data entry on the hand in day was not as good as it should have been and caused some errors to appear in the catalogue as a consequence. I will need to address that problem for next year. Needs careful attention and ideally done with two people.

Item for discussion

- introduction of an art entry fee based on image size
- Festival brochure design open for debate (cover/layout/colours etc)

**The Calne Artists Prize - for 25's and under.**

The sum of £100 worth of art materials for a piece in the exhibition selected by members of the artists group. The idea of the prize is to encourage and support young artists in the area.

The award goes to:

Chiara Gill - recently finished their fine art degree.

**The public vote winners prize.**

The Festival Fund is giving away £75 in prizes to the top three artworks voted for by the viewing public. First place award is £50, with second place £15 and third place £10. There were 243 votes cast over the festival period.

The awards go to:

1st - John Harris  
for 'Pier Reflections'

2nd - Peter Collyer  
for 'Bowood Lake'

3rd - Paul Blake  
for 'Saint Edmund'

**Skylight Publishing Award.**

[Skylight Publishing](#) is a fine art printing service. Awarding £100 worth of giclée printing services to an artist over 25 years old.

The award for 2012 goes to:

Brian Dunlop

**Young Persons Artwork competition -**

held at Calne Library

A wonderful selection of work by Calne young people.

Winners were: TBA

**The Digital Artwork competition -** now managed totally by Calne Camera Club -  
check there website for details