

CAMBERWELL

ARTS FESTIVAL

OPEN STUDIOS

26–28 JUNE

2015

@CAMBERWELLARTS
#CAMBERWELLFEAST
#OPENSTUDIO15
CAMBERWELLARTS.ORG.UK

CLOCKWORK STUDIOS
COLDHARBOUR STUDIOS
EMPRESS MEWS
ARTICHOKE PRINTMAKING

REMAKERY
VANGUARD COURT
WARRIOR STUDIOS
HAYMERLE ROAD STUDIOS

HOW
WAS
IT
FOR
YOU?

LET'S
DO
IT

AGAIN!

**CAMBERWELL ARTS
OPEN STUDIO**

INDIVIDUAL ARTISTS

85 FLAXMAN ROAD SE5 9JX
SAT 27: 11:00-18:00
SUN 28: 11:00-18:00
PAUL ASHURST
Painting
paulashurst.com

114 BENTHILL ROAD SE5 7LZ
SAT 27: 11:00-18:00
SUN 28: 11:00-18:00
KATHY LINDSEY
Painting & Sculpture
kathylindsey.com

35 CAMBERWELL GROVE SE5 6JA
SUN 28: 11:00-18:00
LUCY SMITH
Painting
lucysmith.com

16 EASTLAKE ROAD SE5 9UL
SAT 27: 11:00-18:00
SUN 28: 11:00-18:00
SUE SMITH
Painting
suesmith.com

EMPRESS MEWS
EMPRESSMEWSSTUDIOS.WORPRESS.COM
1 OFF KENBURY ST SE5 9BT
PREVIEW FRI 26: 18:00-21:00
SAT 27: 11:00-18:00
SUN 28: 11:00-18:00

WARRIOR STUDIOS
WARRIORSTUDIOS.BBO
ARCH 254, 241 COLDHARBOUR LANE SW9 8RR
SAT 27: 10:00-12:00
6 BBO 18:00-22:00
SUN 28: 10:00-18:00

CLOCKWORK STUDIOS
CLOCKWORKSTUDIOS.CO.UK
38 SOUTHWELL ROAD, SE5 9PG
PREVIEW FRI 26: 18:00-21:00
SAT 27: 11:00-18:00
SUN 28: 11:00-18:00

COLDHARBOUR STUDIOS
COLDHARBOURSTUDIOS.TIMBLER.COM
25-24 SOUTHWELL ROAD SE5 9PG
PREVIEW FRI 26: 18:00-21:00
SAT 27: 11:00-18:00
SUN 28: 11:00-18:00

REMAKERY
31 LIBRAD ROAD SE5 9BT
PREVIEW FRI 26: 7:30pm-9pm
SAT 27: 11am-6pm
SUN 28: 11am-6pm
@REMAKERY

FLUX JEWELLERY SCHOOL
FLUXJEWELLERY.COM
111A TOTTENHAM COURT, SE5 8JL
SAT 27: 11:00-18:00
SUN 28: 11:00-18:00

CAMBERWELL ARTS FESTIVAL OPEN STUDIOS - SUMMER 2015

Camberwell Arts is delighted to host the Summer 2015 Open Studios event.

On the final weekend of the Camberwell Arts Festival, artists of Camberwell will be throwing open their doors to art-lovers and gift seekers.

Follow all of the news on Twitter: @CamberwellArts #CamberwellArts #OpenStudios

See daily posts on Facebook: facebook.com/camberwellartsfestival

And find out everything you need to know about the festival at: camberwellarts.org.uk

In memory of fellow artist Anthea Torrance of Coldharbour Studios 1955-2013.

PARTICIPATING STUDIOS

1. CLOCKWORK STUDIOS - 38 Southwell Road SE5 9PG
Preview Fri 26th 6pm-9pm
Sat 27th 11am-6pm
Sun 28th 11am-6pm
clockworkstudios.co.uk

2. KEITH GRETTON - 114 Benthill Road SE5 7LZ
Sat 27th 11am-6pm
Sun 28th 11am-6pm
keithgretton4@gmail.com

3. WARRIOR STUDIOS - Arch 254, 241 Coldharbour Lane SW9 8RR
Sat 27th 10am-12pm
4 BBO 18:00-22:00
Sun 28th 10am-6pm
warriorstudios.org

4. SPYKE SMITH - 16 Eastlake Road, SE5 9UL
Sat 27th 11am-6pm
Sun 28th 11am-6pm
artspike.com

5. COLDHARBOUR STUDIOS - 25-24 Southwell Road SE5 9PG
Preview Fri 26th 6pm-9pm
Sat 27th 11am-6pm
coldharbourstudios.timblere.com

6. REMAKERY - 31 Librad Road SE5 9BT
Preview Fri 26th 7:30pm-9pm
Sat 27th 11am-6pm
Sun 28th 11am-6pm
remakery.org

7. PAUL ASHURST - 85 Flaxman Road SE5 9JX
Sat 27th 11am-6pm
Sun 28th 11am-6pm
paulashurst.com

8. EMPRESS MEWS (Off Kenbury St) SE5 9BT
Preview Fri 26th 18:00-21:00
Sat 27th 11:00-18:00
Sun 28th 11:00-18:00
empressmewsstudios.wordpress.com

9. HAYMERLE ROAD STUDIOS - 25-24 Southwell Road SE5 9PG
Preview Fri 26th 6pm-9pm
Sat 27th 11am-6pm
HaymerleRoadStudios.com

10. VANGUARD COURT - 35-38 Peckham Road SE5 8BT
Preview Fri 26th 18:00-21:00
Sat 27th 11:00-18:00
Sun 28th 11:00-18:00
vanguardcourt.org

11. SPYKE SMITH - 16 Eastlake Road, SE5 9UL
Sat 27th 11am-6pm
Sun 28th 11am-6pm
artspike.com

12. SPACE STUDIOS - 90 Harpate Road, SE5 10SB
Preview Fri 26th with BBO & Bar 6pm-9pm
Sat 27th 11am-6pm
Closed Sun 28th
spacestudios.org.uk

#OPENSTUDIO15

Rafael Atencia
Ceramics
Clockwork Studios - 28th/29th June 2015

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Like Comment Share

Games You May Like

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CAMBERWELL ARTS FESTIVAL OPEN STUDIOS 26-28 JUNE 2015

@CAMBERWELLARTS #CAMBERWELLARTS #OPENSTUDIOS15 CAMBERWELLARTS.ORG.UK

CLOCKWORK STUDIOS
COLDHARBOUR STUDIOS
ARTISHTOKE PRINTMAKING

REMAKERY
VANGUARD COURT
WARRIOR STUDIOS
HAYMERLE ROAD STUDIOS

**AN OPPORTUNITY TO
SHOWCASE YOUR
LATEST WORK**

WHY

TAKE PART?

**ATTRACT
GALLERIES**

**MAKE NEW
CONTACTS**

**BE PART OF A
COLLABORATIVE EVENT
WITH OTHER ARTISTS**

**SELL OFF
OLDER WORK**

**BENEFIT FROM
NEW VISITORS
DISCOVERING YOU**

**DIRECT SALES
TO THE PUBLIC**

**ATTRACT
COMMISSIONS**

**BENEFIT FROM
REGULAR
VISITORS**

**SEE WHAT YOUR
FELLOW ARTISTS DO**

**CAMBERWELL ARTS
OPEN STUDIO**



Appearance in the brochure

Brochure designed by Workform
10k copies printed and distributed

Tailor-made post on Facebook

www.facebook.com/camberwellartsfestival

Appearance on the website

www.camberwellarts.org.uk

PLUS

ALL OF THIS

We organise and
promote on your behalf

Tweets to our 5.6k
followers

Articles in local press

1 Large studio banner
per studio (from 2014)

1 new multicoloured
banner per studio

Banners on the street

CAMBERWELL ARTS
OPEN STUDIO

90
ARTISTS

REMAKERY

COLDHARBOUR STUDIOS

PLUS INDIVIDUAL STUDIOS:
* PAUL ASHURST
* KEITH GRETTON
* LYNETTE HEMMANT
* SPIKE SMITH

WARRIOR STUDIOS

EMPRESS NEWS

12

ARTICHOKE PRINTMAKING

CLOCKWORK STUDIOS

VENUES

SPACE STUDIOS

VANGUARD COURT

ONE

EVENT!



WHO TOOK PART?

**CAMBERWELL ARTS
OPEN STUDIO**

50% Potential future business opportunities...

33% Art dealers / Gallery owners

33% High-end Serious shoppers (bought a big piece)

55% Serious browsers who are considering a big purchase in the future

66% Gift-seekers (bought something)

72% Genuine browsers



TYPE OF VISITORS

CAMBERWELL ARTS
OPEN STUDIO

I did not record, but there were many...

Yes, a few hundred?

Roughly 100+ a day

We had a total of 132 visitors, a hand full may have been recorded twice coming back for a second visit.

I tried to count but gave up... too distracted

I took email addresses for new visitors - 35 in all

It felt busy, especially Sunday

About 300-400

Many were coming having been told to visit by others who had visited on Saturday.



VISITOR NUMBERS

CAMBERWELL ARTS
OPEN STUDIO

Total sold
£294

As this is usually a quieter selling event we decided instead to highlight the work we do in the community or our students showed work and demonstrated skills, to promote our courses and generally get the word out about what we doing in our studio

uncertain, but definitely over £2500
worth of sales across the studios

No sales, but
positive interest

Summer is usually quieter than Christmas
so I was happy with the sales. I am
expecting bigger returns at Christmas.

Sold £700 worth paintings. Price
were lower than through gallery

Sales were way down

Sales were very good, not only for the
clearance bargains but also the more recent
work.

I sold less than Xmas, but definitely more than the last
summer open studios i did

£451



SUMMER SALES

CAMBERWELL ARTS
OPEN STUDIO

It was perhaps easier to get to grips with as all studio complexes showed at the same time; people knew they would find stuff to see/do when they came

It was a better design than Christmas, easier to navigate

The joint flyer was brilliant. I saw a lot of people walking around, clutching it over the weekend!

I liked it - it seemed like the earlier problems had been taken on board and had been remedied

I think it did the job perfectly

I was totally happy with the flyer which looked extremely professional, clear and eye-catching.



FLYER FEEDBACK

No detailed thoughts, possibly more info on the artists but realise that would be difficult with the numbers involved and dependent on the artists giving info in the first place.

More info per artist would be nice but may make it to unwieldy. perhaps that can better be done online?

Exactly!
The website and our Facebook posts gave people a insight into each artist.

More info per artist and a block for each studio so it is be made very clear and a better map with bus stops and BR stations-map was not very clear.

We will endeavour to put the rail station on next time! and a link to the Bus map from TFL next time

It is a bit confusing, Too much going on in design.



I would like to see a booklet with more information next time. Can we look at how much we'd need to pay in order to afford that, perhaps giving the option of image/no image with the artist listing?

This is only the 2nd time we have put a collaborated event on. At this stage we are still trying to prove to artists that £20 is good value. Maybe a booklet can be a couple of years away, it would require a bigger artists fee and this would need to be universally agreed by all to make it work

As a graphic design graduate, I disliked the layout of the headlines on the front. Some of the lines were centred and some were not. It jarred. My training dictated that this was bad design - layout should be consistent.



FLYER SUGGESTIONS

CAMBERWELL ARTS
OPEN STUDIO

Brilliant job- love it, keep going... Keep up the excellent work
You did a good job. Thank you.

It's really nice to catch up with fellow studio mates and it brings everyone together.

There were some great attractions I wish I had time to see myself..

I thought you did a brilliant job and I think we built on the last two open studios and it's becoming a much more established event. THANK YOU SO MUCH!

Many many thanks Jordana for all the work from the Camberwell Arts team. Really impressive.

Many thanks to you and the team for making it such a great weekend.

A great big thank you from both of us, we managed to connect with lots of additional neighbours and seemed to spend lots of time making tea.

I think
Camberwell
Arts Open
Studios will go
from strength
to strength!

Thank you very much Jordana and your helpers for all you did to make it such a success.

I was sorry some artists didn't take part in the summer show - it's not just about direct sales.

We had a dealer with a gallery in Tower Bridge Road round who wants to explore opportunities for exhibiting with several of us.

Thank you for all your hard work in organizing this FANTASTIC event.

The art map and guide is great.

**CAMBERWELL ARTS
OPEN STUDIO**



WHAT DID YOU THINK?

MANY PEOPLE WERE SURPRISED THAT SUCH FANTASTIC SPACES EXIST BEHIND SUCH UN-GLAMOROUS DOORS (COLDHARBOUR STUDIOS).

I thought the Camberwell Open was a really good addition to the offer- nice to take part in a group activity, and a good way of getting an overview of artists in the local area. Next time I'll make the PV! I was really pleased with the level of visitors- locals, non locals... thank you!

I made one really important contact thanks to your publicity, who is a Camberwell resident. He is the curator of the RIBA drawings collection, and I don't think there could be anyone in my field I would wish to meet more than him, and I am sure that it will have important consequences for me. THANK YOU!

My personal feelings about Open Studios is that they are more about engaging with the visitors than necessarily selling work. Although I usually don't sell a lot from them, I still consider them a success if we get a lot of visitors and I feel I've been talking a lot.

You did a great job. Not sure why we didn't have tons more visitors felt about the same as before.

THANK YOU FOR THE SUPPORT AND ALL AROUND OUT-THERE-NESS OF THE FESTIVAL!

WE ENJOYED A GREAT OPEN STUDIO WEEKEND AND ARE LOOKING FORWARD TO THE CHRISTMAS OPEN STUDIOS.

I took the opportunity to host a surprise 40th Birthday party during our open studios (on Sunday). It was a fantastic success. I invited friends and they came - although not all of them would have come only for open studios.



WHAT DID YOU THINK?

**CAMBERWELL ARTS
OPEN STUDIO**

Larger banners like we had last time - maybe there were some and I just didn't see them? I was only aware of the small one outside our gate. And though I know that single-colour was the choice of the individual studios, I believe the multicoloured banners work much better as they are more noticeable and also consistent with the rest of the branding.

linking up the studios with food vendors could be interesting - just to make people hover a bit longer

This summer event was quite quiet due to Glastonbury, I think. I would like to avoid such a clash with this huge event where those with disposable income are likely to be.

Open hours at weekend were too long. Artists did not arrive till 11.30/12.30. This is not good for public who expect to see Open studios 'open' as advertised. It is better to advertise open as 12-6 and make sure everyone is there and Studios ready.

All studios had their big coloured banners from last year PLUS a new multi coloured banner. It was the resp. of the stydios to put up and promote. Some were better at this than others...!

Coldharbour Studios did this and it was a huge success. All studios should think about this!

Excellent point and one we will consider for both the Open Studios and the festival itself.

This is something you need to discuss with your studio. We only help to promote you, not run each studios' event.



ROOM FOR IMPROVEMENT

**CAMBERWELL ARTS
OPEN STUDIO**

The feeling in Vanguard Court was that 'we' needed to make more effort, which I hope will continue to resonate. Some expressed a sense of disappointment for visitors on arrival to find not enough to see here...

Perhaps target extra gallery owners/ art dealers and high-end shoppers? This time still again the majority of my sales was through my personal contacts (but i do think being part of the larger event also has a draw on my own contacts for them to actually show up).

I would like to apologise on behalf of Vanguard Court for putting on such an underwhelming open studio this summer.

Quite often we all get very busy and caught up with what we're personally doing and we don't consider the big picture.

We vow to change our ways!

It is a shame that Vanguard Court embraced the Open Studios the least. If you want people to visit you need to give them a reason!

Our Publicity machine was working hard, but we need the artists and studios to do their bit too to maximise awareness.

We are happy to help in any way we can, but ultimately it is up to the artists at each studio as to how much they want to get involved.
-Let's chat!



ROOM FOR IMPROVEMENT

**CAMBERWELL ARTS
OPEN STUDIO**

WEBSITE

Do you have one?
We can show you how to create one

FACEBOOK

Do you have an profile page?
We can show you how to create one

TWITTER

What's your twitter handle?
The best way to tell people what you're up to

MAILING LIST

Mailchimp
Tell your contacts what you're doing

INSTAGRAM

Do you have one?
Great inspiration for arty people

LEARN HOW TO MAKE YOURSELVES MORE MARKETABLE
WE WILL BE RUNNING SESSIONS THIS AUTUMN.
EMAIL: CAMBERWELLARTSFESTIVAL@GMAIL.COM



WHAT YOU CAN DO

**CAMBERWELL ARTS
OPEN STUDIO**

27-29

NOVEMBER

21 votes

SO FAR...

11-13

DECEMBER

13 votes

We would love to find ONE date all the studios will agree on for the next event, but at the moment we have 2

Time to...

**CAST YOUR
VOTE**

<http://doodle.com/nq2sau46n3bybk39>



CHRISTMAS 2015

**CAMBERWELL ARTS
OPEN STUDIO**

27-29
NOVEMBER

WHICH
DATE?

11-13
DECEMBER

I think we need to avoid the weekend (5/6Dec) when Cockpit Arts in Deptford are open. Maintaining the momentum of Camberwell's attractiveness for open studios also makes sense so, on that basis w/e 28/29 would be my preference.

Brilliant! I'm so glad we've got just the one date and I think last weekend in November is the best option. 28th and 29th Nov is a preferred weekend as people will be looking for Christmas gifts

I THINK THE EARLIER DATE IS GOOD, IN PARTICULAR BECAUSE ALOT OF PEOPLE HAVE ALREADY FLED TO THE SHIRES FOR THEIR CHRISTMAS BREAK. ONLY THING IS, IT MIGHT NOT COINCIDE WITH CLOCKWORK OPEN STUDIOS-WHO OPEN ON THE 1ST OR 2ND WEEKEND OF DEC-? MAYBE THEY MAY LIKE AN EARLIER DATE TOO?

We have been discussing the Christmas date and were concluding that the earlier date might be better. Ie 28-29 November giving more time for any resulting commissions and to avoid other clashes.

The Nov 28-29 sounds positive.
Last year's dates were very good, but do understand the earlier dates would facilitate commissioned work for the pending gift season.

I strongly think we should open in December, because November is too early... But hey- I'm hoping the decision will be down to a general concensus rather than who shouts the loudest!

**THERE'S STILL TIME
TO HAVE YOUR SAY...**
<http://doodle.com/nq2sau46n3bybk39>



CHRISTMAS 2015

**CAMBERWELL ARTS
OPEN STUDIO**

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ARTICHOKE PRINTMAKING

REMAKERY
VANGUARD COURT
WARRIOR STUDIOS
HAYMERLE ROAD STUDIOS

THE COLLABORATIVE
OPEN STUDIOS EVENT
IS BROUGHT TO YOU BY
JORDANA LEIGHTON
ON BEHALF OF

**CAMBERWELL ARTS
EST 1994.**

PROMOTING THE ARTS IN CAMBERWELL & CAMBERWELL THROUGH
THE ARTS

REGISTERED CHARITY NUMBER: 1138225
COMPANY REGISTRATION NO: 0414 8321

WEB - WWW.CAMBERWELLARTS.ORG.UK

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