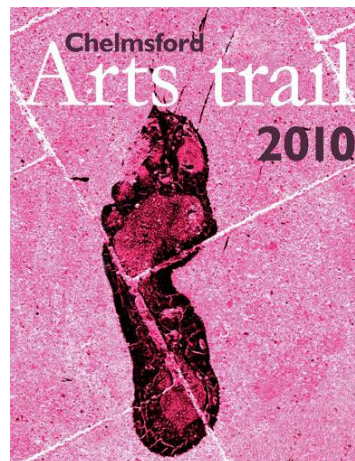


The Chelmsford Arts Trail *Bringing Communities Together*

Providing over 40 free exhibitions to over
6,000 individuals

The Chelmsford Arts Trail is an innovative scheme enabling Chelmsford-based artists to exhibit and sell their work in the town and for visitors to celebrate the high quality work that is produced locally.



Saturday 11th September – Sunday 26th September 2010

The Chelmsford Arts Trail will be hitting our streets again in September. Over 40 artists will showcase their work in a wide range of venues throughout the town centre, including in a collective exhibition within contemporary gallery interior angle and an anonymous art postcard sale for visitors to purchase a mini original piece of art.

The Chelmsford Arts Trail transforms shops and organisations, including High Chelmer Shopping Centre, into mini galleries, each exhibiting a collection of work from a local artist. It is a free opportunity to see a vibrant mix of contemporary art, including installation and textile art, sculpture, photography, painting, prints, illustration and ceramics. Most of the work is for sale and art lovers can buy local art at affordable prices.

2009 saw over 6,000 visitors walk the trail and brought about an exciting vibrancy to the town. A series of 'Art Stops' around Chelmsford town centre were created and 'curated' by local artists and businesses.

For information on the successes of last year's trail as well as updates on the 2010 trail visit www.chelmsford.gov.uk/artstrail and to view list of artists who participated in the 2009 trail visit www.interiorangle.co.uk

For a copy of the 2009 catalogue please visit the following link:
<http://www.izatt.co.uk/artstrail09/>

THE ORGANISERS

CHELMSFORD BOROUGH COUNCIL Arts Development team provide support for local artists, groups, schools, businesses and other organisations to develop, support and promote the arts across the Chelmsford borough and wider community. To register your details with Chelmsford Arts Development, so that you can be kept up to date with exciting local opportunities for you, the artist, visit:

www.chelmsford.gov.uk/artsregistration



For further information about Chelmsford Arts Development projects and support for local artists in general visit www.chelmsford.gov.uk/artsdevelopment.

INTERIOR ANGLE ART DESIGN GALLERY represents emerging and established independent artists and specialises in innovative art, comprising of paintings, prints, conceptual sculpture and contemporary photography.
www.interiorangle.co.uk

ACTIVATE, Chelmsford's Visual Arts Group, is a voluntary organisation aiming to encourage professional artists and crafts people to collaborate in mutually beneficial creative enterprises. www.activatechelmsford.org.uk

In collaboration, these organisations aim to raise the profile of the arts in Chelmsford, support artists working in the borough and offer opportunities for everyone to engage with high quality locally produced art, design and craft.

CALL FOR ARTISTS

- **Deadline for submission is 10th March 2010**

Artists with a strong connection to Chelmsford and the surrounding areas are invited to submit proposals for new or existing works to be exhibited in the Chelmsford Arts Trail taking place between 11th and 26th September in various venues throughout the town centre.

Successful artists will be required to produce or supply a postcard size artwork of any medium which will be entered into the anonymous postcard art sale taking place alongside the art trail.

Open Studios

- Artists with studios in the Chelmsford area are also invited to open them during the Trail. Contact artstrail@chelmsford.gov.uk separately if you are interested opening your studio during the Chelmsford Arts Trail.

Work exhibited can include photography, ceramics, sculpture, textiles, installation, collage, drawing, film, painting, print making and stained glass. Interested artists are asked to e-mail artstrail@chelmsford.gov.uk with any queries or visit www.chelmsford.gov.uk/artstrail for more information.

We are dedicated to your creative professional development...

If you are selected to be part of the Chelmsford Arts Trail you will have the opportunity to take part in the following:

- Exhibition hosted by a venue that compliments your work
- Developmental opportunities connected with the trail
- Exhibition and marketing support activities
- Networking activities



- Feature in the Chelmsford Arts Trail Leaflet, 7,000 of which will be distributed throughout the Eastern Region
- Sales support for your exhibition
- Anonymous Art Postcard Sale
- Client tours of the Arts Trail
- School and community art workshops

Activate, Chelmsford's visual art group, will be providing networking opportunities and activities to support your professional development as part of the trail.

Are you looking for gallery representation as well?

You will also be in with a chance of being selected by **interior angle art design gallery** to take part in the following:

- Collective Exhibition of selected artists work throughout September
- Submit the original work of at least one arts trail artist to exhibit with the gallery at a prestigious art fair
- Offer selected artists the opportunity to gain exposure with the gallery

Proposal Requirements

Please submit by no later than **10th March 2010**, a proposal to include the following that should be no more than 300 words:

- Brief description of your work, style and achievements as an artist
- Brief description of the work you wish to submit/proposed collection
- How your idea/collection, or you as an artist, illustrates a clear link to the town of Chelmsford
- Approximate dimensions of each work to be included to enable us to select an appropriate venue

Please complete the enclosed application form and return via e-mail to artstrail@chelmsford.gov.uk or send to Arts Trail C/O Arts Development, Chelmsford Borough Council, Civic Centre, Duke Street, Chelmsford, CM1 1JE

Ensure you also include the following:

- 6 images to illustrate your collection/previous works and any design drawings you have for your proposed collection. These can be digital, prints or good quality photocopies. Do NOT send originals.
- Brief CV and exhibition history
- **Non-returnable handling fee of £5 (cheques to be made payable to Chelmsford Borough Council). Your work will not be submitted for selection if we do not receive this fee.**

Digital Images:

300 dpi, high resolution images only please



Chelmsford Arts Trail 2009

Key Achievements

- Chelmsford saw the largest visitor numbers of all trails in Essex: over 6,000 visitors, doubling numbers from 3,000 in 2008
- 10% increase in shoppers to each venue
- Doubling artist numbers, with over 50 participating, and more keen to submit interest for 2010 already
- Over 40 wide ranging venues took part
- Over 2,700 people viewed information relating to the trail online
- 7,000 brochures were given out
- A number of artists who showcased their work in the trail for the first time are now represented by local galleries and are being taken as far afield as New York in 2010

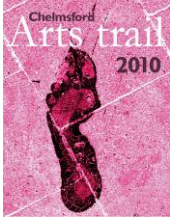
Essex Summer of Art:

The Chelmsford Arts Trail is proud to be part of the Essex Summer of Art, a countywide showcase of work produced by local artists. The Essex Summer of Art is made up of 14 Art Trails, running from May through to October, and highlights the diversity, talent and energy of our artists and creators who are living and working in the county.

From a survey undertaken by visitors to the trails:

- 129,893 visitors were attracted to Essex
- Over £11,000 was spent at all trails as a result of the arts trails activities throughout Essex
- An overall turnover of £28,175 was achieved, creating over 10 jobs and total generated income to be around £100,000
- 71% of participants said the event has encouraged participation in the arts





Chelmsford Arts Trail 2010 Application Form

Name	
Art Form	
Address	
Telephone Number	
Mobile Number	
E-mail	
Website	

Artistic Proposal (no more than 300 words)

Images:

Title	
Date	
Medium	
Dimensions	

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