

HOW TO POST

PARTICIPATING ARTIST AND COMMUNITY PARTNER GUIDE TO POST 2023



CITY-WIDE



COMMUNITY-DRIVEN



ARTIST-CENTERED



PHILADELPHIA OPEN STUDIO TOURS
A PROGRAM OF THE CENTER FOR EMERGING VISUAL ARTISTS



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A Guide to the Philadelphia Open Studio Tours 2023

Now you have registered for POST, it is time to promote yourself and your work at the studio in October! SO many of us have been secluded for a long time - POST gives Philadelphians a great chance to get back into our cultural spaces! Your profile on cfeva.org/philaopenstudios is up to date, you've connected with other participants in your neighborhood, and you're ready to plan to make this POST the best one yet.

In short, **don't get too cozy! Now is not a time to sit back and wait for audiences to stumble into your studio.** It's a time to mobilize! Let's make sure together that your studio is picked for as many itineraries as possible! This season, in particular visitors will be choosy about when and where to spend time indoors. Our goal at CFEVA is to make as many of you as visible as possible to your interested public so that you can develop fruitful, long-term relationships with potential patrons!

POST can be approached in many ways and can **help you to achieve multiple goals if you take the opportunities it offers, including networking, promotion, and a sale or two.** Here is the inside scoop on how to leverage POST: the largest open studio tours in the region.



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PROMOTE YOUR PARTICIPATION ON SOCIAL MEDIA AND THROUGH YOUR OWN NETWORKS!

This is KEY. POST is a city-wide event that has attracted more than 40,000 individuals annually. Add an announcement about your participation to your website, share images of you working in your studio as well as your artwork via social media using #POSTPHL, #POST2023 and distribute email announcements, postcards and a press release to let the world know they can visit your studio! Include your own special story (everyone's got one!) **Be sure to tag us and all those new connections in your POST posts (see what we did there?) @PhilaCFEVA on Instagram, @CFEVA and @Philaopenstudios on Facebook, @PhilaCFEVA on Twitter.** Utilize YouTube and TikTok!

Download the POST social media kit for logos to create your own POST posts (see what we did there). POST PRO TIP: We love Canva to create clean, cohesive graphics. Check out the social media toolkit (see QR code on this page) for templates.

Interested in distributing POST print collateral in your neighborhood? Let us know! Email lily@cfeva.org for more information.

POST offers you a variety of visitors --

1. **Friends, neighbors, and collectors.** Inform those who already know you and your work that they can visit you in your studio during POST hours. This is an opportunity for them to gain a fuller understanding of your practice and get an insider's look at your creative process.
2. **Gatekeepers and tastemakers, including museum curators, art advisors, and gallery directors.** Invite curators and gallerists to visit your studio with a personal letter and announcement directly from you. If they can't make it out during POST, offer an alternative time they can visit.



Scan the QR code for the
POST 2023 media kit!



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Participating Artists & Community Partners can submit their open studio events, receptions, exhibitions, artist talks, demonstrations, and MORE to the POST Event List!

Follow the steps below to submit your event to the main event list.

Step 1: Log in to your POST online profile on cfeva.org/philaopenstudios. Once you register, you will receive an email with your username and password. You must be logged in to add an event.

Step 2: Complete the form on the Event Listing Submission page (Scan the QR code below for the web page). Be sure to add the event title, description, location, and image. Please include your name in your event listing! (Example: Artist Talk with John Smith). **Please indicate if your event requires tickets, RSVP, or payment to participate.**

Don't forget your website, social media links, and any other important information for visitors to consider, including (but not limited to) safety precautions, accessibility, and family-friendly content.

Step 3: Submit your event for review. CFEVA staff will reach out to you directly with questions or suggestions for your event listing.

Step 4: Share and promote your event! We recommend creating an event on **Facebook and Eventbrite** and sharing the link to your event listing on our website with your mailing list, social media, and neighborhood groups.

Scan the QR code to submit your event to the event listings page.





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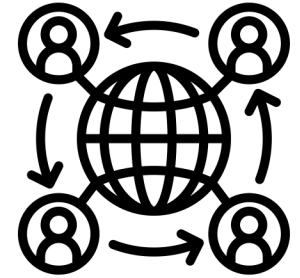
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MAKE LASTING CONNECTIONS



Recognize that above all, **POST is about expanding and engaging your community and those who come into Philly that weekend.** This works best if you engage the networks of other artists and with the support of arts organizations in the area and even further afield.

Create your POST alliance: Take inventory of who is in your neighborhood for POST this year. Include participating neighborhood partners such as your local art store. Now would be a great time to reach out to those other artists and learn a little bit about their work and why they too are participating in POST. **Take some time to brainstorm together and come up with ways to meet each of your goals.** Publicize together! You can even create mini- itineraries to share with visitors who may not know where to go next. Provide a list of local restaurants and coffeeshops! (CFEVA is always happy to share on our website).

Visit www.cfeva.org/philaopenstudios for a full list of all the POST artists in your quadrant. Get in touch to cross-promote your practices and studio spaces!

POST is about shining a light on artistic happenings throughout Philadelphia's many neighborhoods. Our city is made up of many unique areas, each with a distinct personality. POST is an opportunity for you to expose the creativity that thrives within your neighborhood or the neighborhood of your studio.



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SET UP YOUR STUDIO

Signal your participation in POST and place the balloons we provide at your entrance. Provide your audience with an understanding of “a day in the life of an artist”...with some caution. Some studios are always meticulously clean and organized. Some studios may be cluttered or even hazardous, so do your best to keep visitors out of harm’s way. You want to ensure that visitors are safely able to experience your studio, but don’t feel the need to treat your space as if it’s a gallery. POST is about showcasing your creative process, so consider cleaning up just enough to welcome visitors, but not so much so that you have impacted your ability to work and demonstrate your practice.

Show and tell. Have examples of works in progress, tools, sketches, and references out in your studio. Visitors are looking for the signs that this is a place of creativity and inspiration. They have come to see works in progress. Have a portfolio on display if you have one, and your Artist Statement and Artist CV somewhere visible and even printed out.

Set your standards. Set comfortable studio capacity limits for yourself and please be sure to communicate your personal parameters with your guests - signage helps! We have even created posters for you to share what is expected of guests to your studio. Print them out and place them in a visible area.

Use your POST balloons and posters! This is key and will be how people will find you and your studio.



Scan the QR code to read an interesting article about opening your studio to visitors!





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Open Studio Must-Haves

In addition to the provided POST materials, use this list as a starting point to set up your studio for POST.

- **POST Balloons & Posters:** These are essential. Put your red balloons and posters outside your door so visitors can find you!
- **Business cards:** Print up plenty of business cards! As many cards are picked up by people just passing by, don't bring out all your cards at once. A good strategy is to always have some cards in reserve for people who arrive on the last day. Some artists also have a business card display holder hanging outside their studio for people to pick up on their way out.
- **Browsers:** Browsers can be used for works on paper or work you don't have any available wall space for. It gives people something to engage in and can contain cheaper and more affordable work.
- **Mailing List:** To keep in touch, have a sheet of paper or a book where people can sign up for your mailing list. The list can be placed close to the door (or hung on the door) so people can sign up before they leave. A simple mailing list can have fields for name, address, email, and phone number.
- **Comments Book:** This can be a separate book from your mailing list and is just a notebook where people can leave comments and feedback.
- **Music:** A radio or inspiring music (keeping the volume down) can often liven up the atmosphere and compliment your work.
- **Snacks/Drinks:** To have a bowl of crisps/fruits or some for people to nibble at is quite common. The food can be placed in the same area as your business cards and comments book. Don't want visitors eating in your studio? Another option is offering a grab-and-go snack, or suggesting your favorite restaurant or coffeeshop near your studio!
- **Artist Statement and Artist CV:** Always display your Artist Statement and Artist CV somewhere visible for people to have a look at. Many people want to know more about you and your work, but do not always want to strike up a conversation. It is also easier to start a conversation after people have a little bit more information about your work. Preferably have several print-outs of your statement as well, as some customers would like to have a copy when purchasing your work

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Open Studio Must-Haves

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- **Door sign:** It can be a good idea to have a well-made door sign with your name/studio number and preferably also an image on your studio door. It makes it easier for people to remember you and your work as they are likely to pass your entrance on many occasions.
- **Postcards and Leaflets:** Many artists have postcards and/or leaflets on display as well as their business cards. Cards and leaflets are generally bigger than business cards so many artists print their artist bio, statement or some information about the work on the back of the cards.
- **Sketchbooks and Portfolio:** If you have a large desk space or a table you can also display your portfolio and sketchbooks for people to have a look at.
- **Rugs and Plants:** Rugs, plants, and flowers can be added to the studio to create a cozier atmosphere and will also give potential customers an idea of what your work might look like in a home or living area.
- **Wrapping:** In case you sell any work, make sure you have a sufficient supply of bubble wrap and string for packing and protecting the work. Some carrier bags may also come in handy for carrying and transporting smaller work. If you are on a comfortable budget, you might also consider printing your name and logo on the carrier bags.
- **QR Codes:** Consider having a QR code printed that will lead visitors directly to your website or social media. This is a direct, interactive way for visitors to keep in touch!

POST TIP: Once you open your door, stop worrying about the details. If you've made most of these preparations, you have all the ingredients for a successful event!



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BECOME A POST HOST WITH THE MOST

POST is hundreds of events all across the city, each unique to the host artist or community partner. **Make guests feel welcome in your own way.** Consider putting out (individually wrapped) food and drink, display your balloons outside, and play some music in the background. Your goal is to invite visitors in and give them a reason to linger, chat, and learn about your work.

Give visitors time to look at your work and be accessible if they want to talk. **Be prepared to speak about your work and receive feedback.** Remember that some folks may visit more quickly than they normally would because of the virus, and so think ahead about how to engage them quickly and do not despair if they do not stay long! It is not a sign of disinterest! Make sure to have a sign-in sheet so that you can add them to your mailing list.

If you intend to have your work out for sale, be sure to offer a range of prices and have them clearly marked. A great strategy to boost sales and build a collector base is to offer low-priced items (like cards, prints, or small works) in addition to your larger and pricier works. Have postcards, invitations to future exhibitions and events, and your business cards out for guests to grab.

If you are in a home studio or a solo studio, consider asking a friend or volunteer to assist you for the day. They can greet visitors while you are with another guest. They'll also help to keep an eye on things and provide you with good company while waiting for guests to arrive.



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ENGAGE YOUR AUDIENCE

Often, POST artists who create an opportunity for engagement make the greatest impact on their audiences. Whether it be a small make-and-take workshop, a process demo, or an artist talk. **Allow your audience to feel they are involved and learning about you, your work, and your artistic vision.** If you can, give your audience a taste of the magic you make in your studio every day—demonstrate your process and keep your materials out and at the ready. This experience is often a primary reason why audiences attend the tours.

If you want to expand your horizons a bit, consider inviting performers to activate your space, serve some cocktails, and have fun!

DON'T STOP HERE!

Be sure to track your audience. Leave out that sign-in sheet to expand your email list. Make notes about your visitors: What pieces were they interested in and why? Did they refer you to other artists for new inspiration, or perhaps provide the name of a gallery that may be interested in showcasing your work? Follow up via email after POST to thank your visitors for coming out. This is also a great opportunity to notify them of upcoming exhibitions and events. While the POST event itself helps you to share your story and build audiences, **maintain the momentum throughout the year as much as possible.**

Tag us, and we will respond in kind! Allow POST to spark friendships and create community. Use the program as a springboard for visibility. Co-host events with artists in your neighborhood, or perhaps others you may meet during the tours, throughout the year. POST is not only a platform to promote your work, it is a guarantee that you will have an ever-expanding artist community.



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USE THIS MONTHLY CHECKLIST AS A GUIDE TO STAY ORGANIZED AND PROMOTE YOUR POST DAY!

AUGUST

- MY ONLINE POST PROFILE IS UP TO DATE
- POST ON INSTAGRAM/FACEBOOK THAT I'LL BE PARTICIPATING THIS FALL
- ANNOUNCE TO MY MAILING LIST TO SAVE THE DATE
- LET MY NEIGHBORS, STUDIO-MATES, COLLEAGUES, AND NETWORK KNOW ABOUT POST
- ENCOURAGE MY ARTIST NETWORK TO PARTICIPATE THIS YEAR
- SEND QUALITY IMAGES OF MY SPACE TO POST@CFEVA.ORG TO BE CONSIDERED FOR PROMO.

SEPTEMBER

- SEND/DROP OFF MY CFEVA SECRET POSTCARD TO PARTICIPATE IN THE ANNUAL FUNDRAISER
- SHARE ACROSS MY SOCIAL MEDIA TO SAVE THE DATE FOR MY POST DAY
- PLAN A WORKSHOP/DEMONSTRATION/TALK/EXHIBITION IN MY SPACE DURING POST AND SUBMITTED TO THE POST EVENT LIST
- CONNECT WITH MY COMMUNITY MEMBERS ABOUT POST
- PICK UP MY PRINT MATERIALS (GUIDEBOOK, MAP, POSTER) AND BALLOONS
- ATTEND THE POST INFO SESSION WITH QUESTIONS

OCTOBER

- SEND OUT A PRESS RELEASE ANNOUNCING MY PARTICIPATION
- MY POST PRINT MATERIALS ARE IN A VISIBLE PLACE FOR VISITORS TO PICK UP
- SHARE MY OPEN STUDIO ON MY COMMUNITY PAGES/GROUPS
- DROP OFF PRINT MATERIALS TO THE LOCAL BUSINESSES IN MY NEIGHBORHOOD
- CONTINUE TO SHARE POST ON MY SOCIAL MEDIA, WEBSITE & MAILING LIST
- PLAN TO MEET UP WITH FELLOW POST ARTISTS AFTER OUR OPEN STUDIO DAY

DAY-OF POST CHECKLIST

- FINISHED WORK AND WORK-IN-PROGRESS IS ON VIEW IN MY STUDIO
- POST GUIDEBOOKS AND MAPS ARE AVAILABLE FOR VISITORS
- RED POST BALLOONS AND POSTER ARE OUTSIDE MY DOOR
- I HAVE LIGHT REFRESHMENTS FOR VISITORS
- MY STUDIO CAPACITY LIMITS ARE SET AND CLEAR SIGNAGE POSTED
- MY WORKSHOP/DEMONSTRATION/TALK IS PROMOTED ON SOCIAL MEDIA AND MY WEBSITE, WITH #POST2023 #POSTPHL AND TAG @PHILACFEVA
- MY FRIENDS/COLLEAGUES/STUDENTS ARE ATTENDING MY OPEN STUDIO TO LEND A HAND MANAGING VISITORS
- I HAVE WORK AVAILABLE FOR SALE AT VARIOUS PRICE POINTS
- MY PERSONAL BUSINESS CARDS/POSTCARDS/C.V. IS AVAILABLE
- I'M DIRECTING VISITORS TO MY FELLOW POST ARTISTS'/COMMUNITY PARTNERS' LOCATIONS AS THEIR NEXT STOP



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**Philadelphia Open Studio Tours is a program of
The Center for Emerging Visual Artists.**

**Visit www.CFEVA.org/philaopenstudios for more information,
event dates and participating Artists and Community Partners.**

**Questions? Contact POST@CFEVA.org
or (215) 546-7775 ext. 13.**