

Home Studio Show Overview

In this packet, you will learn essential facts about hosting your own studio show. Personal studio shows provide great opportunities to get noticed and are events that can happen now!

In this Handout, I'll be Highlighting:

- A step by step guide to hosting your own studio show
- How to invite guests and get the word out about your show
- What you need to have a show
- What you should do during your show
- What you should do after your show

Planning Your Show Date and Time

- Figure out date and time, don't schedule when other large local events are occurring (for example: a town festival, or holidays, or breaks when people may go out of town)
- Fridays generally work best because people are on schedule and ready to do something fun after work, but Saturdays are good too
- Schedule your show to start early in the evening around 6pm or so and go until 10 or 11 pm.

Inviting Your Guests

- Create invitations with proper information, who what where when and why
- Create both digital and hardcopy invitations both email and physical mail are effective
- Hard copy letters (best because they have to actually open your letter and unfold it and are more likely to read it)
- Who's hosting your event? (If you're not the one hosting it)
- What are you hosting? (Is it an open house, a demo, a show for your new paintings, or some sort of combination? You want to be clear about what to expect)

- Where is your studio/home/the event located? Give location and directions if it's difficult to find
- When are you having people over? Date and Time
- Why are you having this event?

Who to Invite

- Everyone you know!
- Invite local businesses that work with art and artists
- Invite local artists that you know
- Invite local artist groups
- Invite local artist co-ops
- Invite local art collectors
- Invite local art gallery owners
- Invite your most social friends/acquaintances and invite them with a phone call in addition to email/letter
- Invite your friends, family, and co-workers for support!
- ***If you are not good at selling your art, bring someone else in who is good at selling your art to sell your art for you***

Getting the Word Out

- Send your physical invites via mail 2-3 weeks prior to your event
- Send your digital invite to all of your email list 2-3 weeks in advance
- Send your digital reminder invite to all of your email list 2 days in advance
- Invite using a Facebook event, inviting all your digital friends
- Invite via your blog by making a post about it and do daily post reminders or remind within each post up until the party
- Keep your social media friends updated, as you get near to the event (5-7 days in advance) do daily reminders on blog, Facebook, email

Before Your Show

- Keep your home tidy
- Make sure you have plenty of business cards to place out at your party
- Have a guest book out for people to sign up for your email list or mailing list
- Buy finger food: wine, non-alcoholic drinks, cheese, fruit, veggies, crackers, etc, so guests can nibble and mingle
- Make sure to invite your most social friends/family/co-workers/acquaintances to keep the show lively and active
- Remove all distractions from your walls such as: decorations, artwork that you didn't paint, etc.
- Get your paintings properly framed
- Hang all your paintings at eye level
- Keep paintings evenly spaced so that all the paintings have equal spotlight and the layout is clean and refreshing
- If you have too many, pick a few to display and create a photo-log of rest, so everyone can see everything
- Or if you can create a bin where people can thumb through the physical paintings and see them all
- Set up all your easels for an “arty” way of displaying your artwork
- Tidy up your studio where you have your palette open and your newest and nearest to completion in progress painting on display so that you can try and sell that one too
- Create art tags: foam core with printed cardstock works well
- Label art tags: painting title, medium used, and price
- Create your bargain bin: place to sell your sketch paintings or quick paintings for less unframed
- Prepare a sentence or 2 about each painting so that if someone asks you about one, you have something prepared to say

During Your Show

- Play light music in the background so the room never falls silent
- Greet every single guest and thank them for showing their support
- Refer guests to your blog, website, email list, business cards, facebook

Potential Topics

- Do you make your own frames or do anything else unique related to your painting?
- Discuss where your paintings have been sold before
- Discuss paintings sold
- Discuss your awards/honors
- Discuss your creative process
- ex: your inspiration, what you do to get inspiration, rituals, etc
- Discuss your physical painting process (this is a big one!)
- ex: your prep, materials, rituals, etc
- Discuss why/how you became an artist
- Discuss your creative philosophies
- Discuss where you see your paintings going in the future/what you're working on
- Ask a potential buyer "What room do you see this painting in?" so that they visualize owning the art

After Your Show

- Send out an email/facebook/blog thank you to everyone who attended (a bulk email works or a facebook/blog post)
- Organize all your business cards/contact information from your guests
- Organize/update your information for sold paintings
- Get into contact with prospective buyers via email or postcards of new artwork, a phonecall works best if it doesn't intimidate you
- Offer to lend a prospective buyer a painting for the week to see what it would be like to own the painting

Home studio shows are a great way to get the word out about your art, and sell your art locally. Home shows are also pretty easy, fun and inexpensive, making it a great option!