

BAW Directory design CHALLENGES

- Taking on the complete project without a handover from the previous team;
(I did receive digital files from Sarah Beak and was assisted greatly by Paola and Elspeth).
- Understanding the data merge process set up by Simon Shuel, which automates data input
(Simon did email some notes).
- Working with the website (my speciality is design for print) but Alun proved to be extremely helpful and the website is user-friendly.
- Finding good graphics for the cover – the choice of suitable images was quite limited, but the online gallery was most helpful.
- Understanding the map, the regions and the various town affiliations.
(Elspeth was very knowledgable, and I will have a better grasp of the process next time).

BAW Directory design

ACHIEVEMENTS

- I was very glad to discover the work of Christine Bass, which made good imagery for the directory cover and poster.
- I particularly enjoyed writing and researching the editorial. I expanded my knowledge of North Bucks and was pleased to connect with Tamsin Jolly, linocut artist; Marc Fraser, potter; and Paul Chappell, illustrator.
- I connected with many other local artists and got to know their work better.
- The advertising was sold by Teresa, and I worked closely in liaison with her on artwork and positioning. I also co-operated with Sarah on our marketing team to ensure her initiatives were included.
- I re-aligned the boundaries of the map to give better balance to the four regions of Bucks, and included a regional map at the beginning of each colour section.

BAW Directory design

ACHIEVEMENTS continued

- I worked closely with Elspeth on proof reading, consistency, numbering and mapping; and with one of my freelancers on setting the artists' entries. With Elspeth's lead we made improvements to the indexing.
- All artists' images were carefully checked for quality, colour balance and acceptability.
- It was very satisfying to find the website easy to update and it was a pleasure to work with Alun, the website designer, on the appearance of each page. The fact that committee members can so easily update the website themselves is an excellent exercise in cost-saving and efficiency.
- The printing by John Good Ltd proved to be of a high quality. I managed to reduce the print quote by over £2,000 by obtaining competitive comparison quotes using my print connections from over 30 years in the graphic design and print ordering business.
- I was able to upload various Town Trails to the website; this practice should be encouraged.

BAW: The road to success

How we achieved a very successful 2 weeks at The Good Earth Gallery

- By working with a group of artists. There is inevitably a power in numbers, and teamwork proved to be key. The previous year I took on most of the logistics single-handedly, and found myself drained and visitor numbers/sales to be low. This year we had unprecedented success.
- By paying for a gallery entry, and having all 7 artists with directory entries, we achieved a page spread. I also paid for a full page advertisement in the back of the directory, connecting the gallery with a neighbouring café offering a deal. 25,000 copies of the directory were printed, and all entries were also on the BAW website.
- We linked Chesham with Amersham and created a joint Town Trail. This was printed as a cover wrap of YourChesham and YourAmersham magazines, with 22,000 copies going out, one to every home in 2 towns. Editorial was included freely. Between 33 artists this cost just £45 each.
- We printed special BAW labels for each work of art, and cleared the gallery of all non-BAW work. We made full use of the yellow visitor cards and A4 posters and kept a good stock of directories at the entrance. We had yellow signs on the street outside.

BAW: The road to success

continued

- We liaised with the local Town Council to arrange for yellow BAW signs to be put at 6 entry points to the town on main roads, using wooden stakes.
- We made full use of Facebook and Instagram to promote the exhibition, and asked each artist to do the same.
- We used our mailing list to alert loyal customers to the 2-week exhibition. We extended our opening hours to include Sundays and an extra hour on Saturdays.
- There was a recommendation to do both a private view and a 'meet the artists' on separate days near the beginning. The artists were encouraged to invite family and friends. The gallery concentrated on art buyers. These events proved to be very successful and lucrative, in combination with many bottles of free prosecco and elderflower cordial.
- Red dots on sold work, and red discount labels helped to focus customers on sales.