



DORSET ART WEEKS

VENUE REGISTRATION GUIDANCE 2027

**DORSET
VISUAL
ARTS**

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WHO WE ARE AND WHAT WE DO

Dorset Art Weeks (DAW) is a two-week event celebrating contemporary visual arts and crafts, inviting the public to explore artists' studios, workshops, group shows, and curated exhibitions throughout Dorset. We co-ordinate and promote Dorset Art Weeks through its brochures (Guide), printed promotional materials, website, social media, PR and marketing.

Dorset Art Weeks is run by Dorset Visual Arts (DVA), a registered charity who support visual artists and makers at all stages of their career, through a variety of activities.

You do not have to be a DVA Member to register for DAW. If you are a DVA Member take advantage of the 10% venue discount

*See Rates on page 10



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WHAT DO I GET FROM TAKING PART?

Promote your Open Studio or Exhibition with the largest visual arts event in Dorset

Now EVERY YEAR

No commission on your sales

Cost effective way to showcase your work

Over 70,000 visitors to DAW venues in 2026

Your venue details in our full colour A5 printed Guide, with 35,000 free copies distributed across Dorset and other surrounding cultural outlets

Dedicated venue page on the DAW website

Event marketing carried out centrally by the DAW team

We work hard to keep costs and venue fees as low as possible whilst developing new ways to promote the event

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WHAT DOES MY FEE COVER?

By registering as a DAW venue you will benefit from the following:

Your specially designed venue listing in the DAW full colour A5 printed Guide (print run 35,000), circulated throughout Dorset and other surrounding cultural outlets six weeks prior to the event.

A page proof sent to all venues for you to check the accuracy of your entry.

Your venue is given an amount of DAW printed Guides to distribute (approx. 25 per solo venue, up to 50 for a half page in the Guide. Venues over half page in Guide up to 75 copies. More available if required).

Your venue is given flyers and posters to distribute in your local area, plus digital versions for you to print more.

x3 DAW branded directional signs for your use near your venue. Now double sided and bigger than previous signage supplied.

DAW early promotional printed flyer distributed throughout Dorset cultural outlets.

Your venue listing will appear on the DAW website. All information in the printed Guide will be shown on your own venue page. Plus an interactive, searchable map and all information for DAW visitors. Venue information will be online April - October.

Online resources including DAW logo, social media graphics, e-flyer and poster, and our Guide to Opening and Promoting your venue.

Generic press releases for you to adapt.

Social media campaign, including Instagram, Facebook and newsletters.

Press campaign, local, regional and national. Print and online.

Professional PR campaign, with, press, TV and radio coverage.

Personal support and advice offered to all venues with regular updates.

Commission-free sales for participants.

Dedicated team working on all aspects of the event including, DAW Event Producer and Dorset Visual Arts (DVA) team support. Guide Designer, Web Designer, PR Specialist, Distribution and other specialist skills that may be bought in as required, such as photography.

As well as your participating fees we raise extra funds through sponsorship and advertising. Any profits from the event go back into running DAW and supporting DVA's core costs.



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WHAT IS EXPECTED OF PARTICIPANTS?

You supply accurate text and your image(s) in sufficient print quality on your venue registration form.

You carefully check your pdf proof when sent to your nominated Venue Co-ordinator to ensure the information is accurate by the required deadline. Your Venue Co-ordinator will be responsible for approving the proof ready for print. Once approved it cannot be amended in the Guide or on the website.

You adhere to any deadlines given from the DAW Producer.

You collect your Guides and directional signs from a distribution point during the venue distribution week and distribute Guides locally to you (arts centres, pubs, cafes, shops, etc).

You promote the event as widely as possible through Guide distribution, DAW branded promotional materials, press releases, local press, newsletters to your own contacts and social media.

You will open on all the dates/times you specify in the DAW Guide and website.

You put up your venue signs to direct visitors clearly to your venue in accordance with our guidelines.

You remove all promotional and directional signs that you put up as soon as the event is over.

Your venue is adequately insured.

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KEY DATES FOR PARTICIPATING IN DAW 27

These key dates will help you plan your participation in Dorset Art Weeks 2027. Registered artists will receive precise updates as the event delivery progresses via your Venue Co-ordinator.

2026

Monday 2 November

Registration for venues opens

Wednesday 9 December

Registration closes, 5pm
Registration forms must be fully complete and submitted with payment made by this date. We do not accept late entries.

2027

Early March

Venue details approved
You will be emailed a pdf proof of your entry in the event Guide.
It is essential that you check and approve it or make any amendments needed by the deadline given.

Early April

Guide/Sign collection
You will be required to collect your allocation of Guides and directional signs from one of our regional pick up points. We visit each area only once for distribution so it is important that someone from your venue attends. This begins the main promotional period with participants expected to promote the event widely in their local area.

Saturday 15 May

DAW 2027 opens
You must open on the days and times advertised in your Guide entry.

Monday 31 May

DAW 2027 closes
You will be required to remove all your DAW signs from public areas and asked to complete a feedback form on your experience participating in the event.

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REGISTERING

6.1 HOW DO I REGISTER?

Venue Registrations for Dorset Art Weeks 2027 open on Monday 2 November and closes on Wednesday 9 December 2026 at 5pm.

All registration forms must be submitted before the closing date. No late submissions will be accepted.

Follow these steps to register:

Step 1 Decide how you want to take part in DAW

Are you a solo artist opening your studio, a group at one venue or a gallery? The price levels are worked out by listing sizes in the Guide. SEE PAGES 10-11 for rates and a full breakdown of Options.

Step 2 Nominate your Venue Co-ordinator

If a solo venue this will be you. If more than one person, decide who will collect all the information for your venue and fill out the registration form. All DAW communications will only be sent to your Venue Co-ordinator who will liaise with the rest of your group.

Step 3 Choose your Guide listing size

What size listing best suits your venue? There are five listing sizes. SEE PAGES 10-11 for detailed Options.

Step 4 Gather all necessary information

Before filling in the Venue Registration Form you will need to have your information ready. The online form will be accessible on our website during the registration period. Payment will be taken at this time.

6.2 RATES

There are 5 OPTIONS

Select the one most applicable to you

This includes your listing in the A5 printed Guide (35,000 printed) with numbered regional maps, your venue listing on the Dorset Art Weeks website, plus other promotional materials. Each venue receives x3 directional signs for local promotion and a minimum of x25 DAW Guides.

Remember:

There is no minimum requirement on listing size - i.e. a solo artist may consider a larger size to show more images and text.

Dorset Visual Arts Members receive 10% off their registration fee. (*At least half of participants must be DVA Members for this to apply)

If you are unsure which Option is suitable for your venue please email us, we will be happy to help.

OPTION 1 Quarter page £200

ONE artist

ONLY for 1 individual artist in a venue.

Not applicable to larger groups or commercial setups.



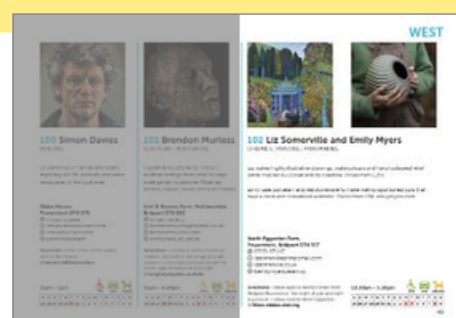
Includes: x1 image, venue name (artist name), up to x3 artforms, address, contact details (includes x1 phone number, x1 email, x1 website, x1 social), directions to venue (up to 20 words), opening days and times, what3words, accessibility information, and a 20 word statement, name in index and website search.

OPTION 2 Half page £300

TWO artists sharing a venue

ONLY for 2 individual artists sharing a space.

Not applicable to larger groups or commercial setups.



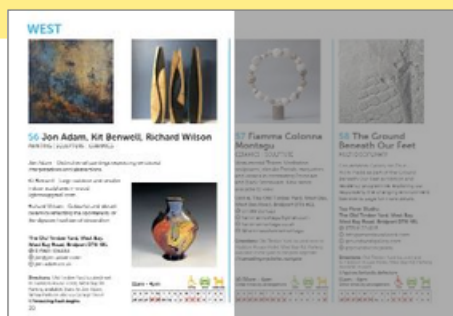
Includes: x2 images, venue name (artists names), up to x3 artforms, address, contact details (includes x1 phone number, x1 email, x1 website, x1 social), directions to venue (up to 20 words), opening days and times, what3words, accessibility information, and a 30 word statement, individual names in index and website search.

6.2

RATES continued

OPTION 3 Half page £450

THREE artists sharing a venue or small groups
Suitable for 3 individual artists, smaller group venues, smaller public venues.



Includes: up to 3 images, venue name (group name), up to x3 artforms, address, contact details (includes x1 phone number, x1 email, x1 website x1 social), directions to venue (up to 20 words), opening days and times, what3words, accessibility information, and a 40 word statement. Please note: Only the venue name will be included in the index if there are more than x3 individual artists.

OPTION 4 Three Quarter page £700

FIVE artists sharing a venue
Suitable for medium groups, medium public venues, organisations, commercial galleries.



Includes: up to 5 images, venue name (group name), up to x3 artforms, address, contact details (includes x1 phone number, x1 email, x1 website x1 social), directions to venue (up to 20 words), opening days and times, what3words, accessibility information, and a 60 word statement. Please note: Only the venue name will be included in the index if there are more than x5 individual artists.

OPTION 5 Full page £1,000

EIGHT artists or more sharing a venue
Suitable for large groups, large public venues, organisations, commercial galleries.



Includes: up to 8 images, venue name (group/gallery name), up to x3 artforms, address, contact details (includes x1 phone number, x1 email, x1 website x1 social), directions to venue (up to 20 words), opening days and times, what3words, accessibility information, and a 80 word statement. Please note: Only the venue name will be included in the index if there are more than x8 individual artists

6.3

PREPARE YOUR TEXT

The name of your venue

This will be your name(s) if a solo or duo venue.

Larger venues and groups will need a group title. Be mindful about what you call yourself as this will be used in the search engine on the website and in the Guide index. Please refrain from using artforms in your venue name, as this is generally just repeated in your 'Artform' list just below your venue name.

A short description of your venue

What will visitors expect to see?

This can include the names of the artists and their media or a general description. You will need to adhere to the specified word limit for your selected Option. This is to ensure that when replicated within the printed Guide, the text is large enough to read and not crammed in.

Other information that isn't essential but you could include in your description that might enhance a visitor's experience. Do you offer refreshments or is there some nearby? Will you be working in your studio? Will you be demoing? Can visitors pay by card?

Directions to your venue

TIP: We recommend typing your text in a Word doc, Google Doc or similar to get an accurate word count.

No more than 20 words.

This is supplementary to your address, what3words and access symbols. (see page 15, what3words)

Contact details

TIP: Are you a group venue?

You can set up a free Linktree where all your individual web/socials can be accessed through one address.

This is a great tool for group venues. <https://linktree/>

Each Venue can list the following information in the Guide and website:

x1 contact phone number

x1 email

x1 website (optional)

x1 social media link (only instagram or facebook) (optional)

We limit each venue to one of each because of the size constraints in the Guide. A phone number and email are important so visitors will be able to contact you directly. If necessary, other web addresses/socials can be included within your statement if the word limit allows.

6.4

PREPARE YOUR IMAGES

Your image(s) are crucial for representing your artwork and venue. Remember that visitors are often more influenced by an image when selecting venues to visit. Your image can be your artwork or a studio/gallery image, whatever you think best represents you.

As artists and designers ourselves, we take a lot of care to ensure that the directory displays your artwork to the highest quality.

YOUR IMAGES NEED TO BE:

High quality, professionally photographed images or scans.

Cropped as a square

If they're not cropped, our team has to spend extra time doing this for you, and may crop into your artwork in a way that you wouldn't.

You can use free software to crop and resize images like

canva.com/photo-editor or **Gimp.org**

High quality for the directory and website and other printed and online promotion. JPEG, 300 dpi, in square format, from 1MB to 3MB in size. (i.e. you cannot just scale the image up because the quality is then lost). The form will not accept files over 10mb, so please take note.

Named and numbered correctly

We receive around 500 images from artists, and the only way we can identify who they belong to is from their filename. So if you submit your image called "IMG.2057" or the title of the work we won't know that your image belongs to you!

Name your files in this format: FirstnameSurname.jpeg

This is so we can identify who has provided each image.

IMPORTANT:

- Your images must be different to those used in previous DAWs
- Composite images made of several photographs stitched together will not be accepted. No logos.
- DAW reserves the right to reject poor quality images.
- DAW reserves the right to crop images to fit the required dimensions. If you cannot submit your images as a square crop, then DAW will crop your image in the way we believe shows your work in the best possible way.

6.5

OTHER INFORMATION TO PREPARE

6.5.1

Opening Days/Times

To enhance visitor engagement, we encourage you to keep your venue open for as much as possible during Dorset Art Weeks. The core of open studios and exhibitions is direct interaction, offering a unique face-to-face experience that benefits both artists and the public who have journeyed to see your work.

11am - 4pm



S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9

10.30am - 5.30pm



S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9

10am - 5pm



S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9

Examples of opening days in DAW24 Guide

Dorset Art Weeks (DAW) runs for 17 days. While our suggested opening hours are from 10am to 5pm daily, you are not required to be open every day or adhere to these hours. You have the flexibility to choose your specific opening days within this period when you register your venue.

You may not want to open everyday, especially for solo artists who don't have others to share "on duty" responsibilities. For instance, opening from Thursday to Monday could attract visitors enjoying long weekends in Dorset. Generally, being open more days increases your potential audience.

Consider consulting other local artists who may be considering participating in DAW. Opening on the same days could help increase visitor numbers for everyone.

Please note:

We sometimes receive visitor comments that some venues are not open at the times they had advertised. Please make sure you are open at the times you state in the Guide.

6.5.2

Artforms

Please list up to three artforms that best represent the disciplines of the participants at your venue e.g. Painting, Drawing, Printmaking. If your venue hosts a mixed group, "Multi-disciplinary" should be sufficient. The list of the Artforms we use will be on the registration form for you to select.

6.5.3



What3Words

Make it easier for visitors to find you.

What3words divides the globe into a grid of 3m x 3m squares, each with a unique three-word address. This allows for extremely accurate location identification.

We use this to help identify your venue on our website map as postcodes do not always pinpoint your exact location, especially if there are several studios in close proximity. We also list your What3Words on your listing so visitors can use it to find your venue.

You can search your location here what3words.com or download the What3Words App.

Here is a quick video explanation of how to use [What3Words](#).

Please note:

Make sure your What3Words is accurate. You do not want to send visitors to the wrong place!

Access

We are committed to improving access for all audiences. To assist visitors in understanding the accessibility of your venue, we use a system of icons in the Guide.



You will be prompted to select the description (shown as icons in the Guide) that best represent your venue's accessibility features. These will then be displayed with your venue information.

There are three options:

GOOD	Access to all parts of the venue.
PARTIAL	Access to limited areas of venue, including uneven surfaces, narrow access, poor lighting.
NOT GOOD	No wheelchair access, including steps, other restrictions for those with disabilities.

Please note:

Please refrain from adding access descriptions to your venue directions, as the provided icons fulfil this purpose. We encourage visitors to contact you directly if they require specific accessibility information regarding your venue.

6.6

HOW DO I SAVE MY REGISTRATION FORM?

We use Jotform for the registration form, and they have a 'Save' button at the bottom of the form. This means you can save your registration form and return to it when you wish to complete it.

Once your email address is on the form, which is one of the first questions, you can save the session. Head to the bottom of the page and find the 'Save' button.

Check your emails (especially check the spam folder because it might go in there), and you can continue the form another time.

REMEMBER

You must **SUBMIT** your form for it to be registered. Once submitted you cannot edit your form and this information will be used in your venue listing.

Please Note:

You will be asked to pay the full amount before you can submit your venue registration form.

Venue Registrations for Dorset Art Weeks 2027 are open from Monday 2 November and close on Wednesday 9 December 2026 at 5pm. All forms must be submitted before the closing date. No late submissions will be accepted.

6.7

PUBLIC LIABILITY INSURANCE

It is your responsibility to ensure your venue space is safe and that you have Public Liability Insurance. DAW does not accept responsibility for this. If you are using commercial premises, separate insurance may not be necessary, but you should verify your specific circumstances.

We recommend using the Artists Newsletter who operate a policy dedicated to artists. a-n.co.uk/about/type/insurance

6.8

CANCELLATION POLICY

Dorset Art Weeks (DAW) is primarily funded by participating artists, with additional support from sponsorship and advertising. We understand that unforeseen circumstances may necessitate withdrawal.

The following refund schedule accounts for the work and costs incurred on your behalf:

Withdrawal after Registration Deadline (9 December) up to 5 January 2027. Dorset Art Weeks (DAW) will endeavour to refund registration fees, minus a 10% charge for administrative work already carried out. After this date, finances and resources will be committed to production costs.

Cancellations from 6 January - 5 February 2027.
A 50% refund of your DAW registration fee will be issued. After this date, no refunds will be given as the Guide will have been designed and be undergoing proofing for print, and your listing will still appear.

Event Cancellation by Dorset Visual Arts (DVA).
Dorset Art Weeks (DAW), managed by Dorset Visual Arts (DVA), reserves the right to cancel the event. Should unforeseen circumstances prevent the event from running, special arrangements will be made depending on the timing of the closure or cancellation.

6.9

DISCLAIMER

DVA/DAW reserves the right to decline entries considered not in the spirit of DAW, for example, those predominantly serving as advertisements for unrelated businesses. We reserve the right to refuse unsuitable entries.

While every effort is made to ensure the accuracy of information in the DAW Guide, website, and advertising, we cannot be held responsible for any omissions or errors.

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CHECKLIST FOR VENUE REGISTRATION

Here is a summary of the information you will need to register for Dorset Art Weeks. We look forward to you joining us!

Check Key Dates

How are you taking part?

Nominate your Venue Co-ordinator

Select Guide size Option

Venue name

Venue description (check Option word limit)

Venue address and contact details

what3words

Directions to venue (20 words max)

Image(s)- Square, high quality, 300dpi, JPEG, named correctly.

Open days & times

Venue Access

Public Liability Insurance

Complete and SUBMIT your venue registration online form. Available on the DAW website 2 November - 9 December 2026

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CONTACT US

If you have questions on any of the subjects covered in this guide, or anything else relating to participating in DAW, please contact us at: producer@dorsetartweeks.co.uk

Visit our website for up to date information and news. dorsetartweeks.co.uk

Follow us on Instagram @dorsetartweeks

For further information on Dorset Visual Arts and how to become a member visit dorsetvisualarts.org

Follow DVA on Instagram @dorsetvisualarts

