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1. Welcome to Four New Members:

We send a very warm welcome to the following four new AOTM 2010 members:

- a. John Margettes is a new AOTM member based in Lincoln, and photographic landscapes are his passion.
- b. We are delighted to welcome back painter Tracey Scott-Townsend who is also based in Lincoln, and has returned to AOTM after a relatively short break.
- c. Anita Makey is a new AOTM member who lives in Tetney, in the Wolds & Coast Cluster Group area, and Anita specializes in pastel portraits.
- d. We are delighted to welcome back Paul Kemp who is returning to AOTM after a long break. Paul is a watercolour landscape painter and he lives in Lincoln. Paul also has the privilege of being our 99th member for 2010!

We hope that you all have an enjoyable and successful year with us in 2010, and we look forward to meeting with you all in the near future.

2. Lincolnshire County Council Logo '*this is art*':



Lincolnshire County Council (LCC) has recently launched a new logo '*this is art*' to identify and promote arts events throughout the county. The logo should be used to highlight all types of arts events. LCC's aim is to get the '*this is art*' brand applied to posters, flyers, leaflets, adverts and websites for all the arts events that are taking place within the county.

Some AOTM members are already using this new logo. We need to decide whether we, as Lincolnshire Open Studios / AOTM, also wish to use the '*this is art*' logo to help to promote the arts in the county.

3. Progress Report on our AOTM Future Business Plan Meetings:

As you probably know, at about this time last year we started to think about producing a Three to Five Year Future AOTM Business Plan. The Steering Group and other AOTM members started working on the plan last August and have held meetings each month since then. To give some indication of how detailed and comprehensive the final draft plan will be, and why it is taking so long, it will include the following sections:

- | | | |
|-----------------|-------------------|--------------------------|
| 1. Summary | 2. Introduction | 3. Products and Services |
| 4. Markets | 5. Marketing Plan | 6. Business Milestones |
| 7. Organization | 8. Resources | 9. Finance |

Some of the new ideas that we are considering are listed below, under headings, and we would be pleased to receive feedback from any members on these or any other ideas.

Re-branding of AOTM:

For the last ten years we have been known primarily as 'Art on the Map', but we have also been called 'Lincolnshire Open Studios'. The national 'Open Studios Network', which we joined during the last twelve months, uses 'Open Studios' in their title, as do the vast majority of the similar 100 organizations to ours in England. Therefore, as one way of encouraging new visitors to our open studios, we believe that we should rebrand ourselves as 'Lincolnshire Open Studios', but still retain the 'Art on the Map' logo for the present time.

Joint AOTM Events:

The joint 'taster' exhibitions held within Cluster Group areas during the last eighteen months have been much appreciated and are a good opportunity to encourage members of the public to visit the Open Studios in their areas. Those exhibitions included:

1. Art on the Brayford and the Lincoln Art Markets (Lincoln area)
2. Joint members' exhibitions in Grantham and Stamford (Vales area)
3. Joint members' exhibitions in Boston and Spalding (Fens area)
4. Joint members' exhibitions in Louth and Mablethorpe (Wolds and Coast area)
5. Joint members' exhibitions in Hackthorn and Gainsborough (West Lindsey area)

We will continue to encourage local exhibitions in Cluster Group areas, as well as trying to find a suitable venue for a joint county-wide exhibition (but that is still proving very difficult). We are also discussing options with Lincolnshire County Council for us to take part in joint Lincolnshire Arts functions, including new ideas to celebrate the Cultural Olympiad in 2011 and 2012.

Additional Help from Volunteer Members:

We are considering introducing some new posts and teams, in specific roles, to help share the workload and also to use the expertise of our members. It is too early to go into details at present,

but new roles that are being considered include Marketing, Events and Fundraising. We would welcome comments from members willing to help, in a voluntary capacity, with any of these or any other roles.

Re-Launch of Lincolnshire Open Studios / Art-on-the-Map:

There is a strong feeling that, after more than ten years of operation, we need to rejuvenate our organization. There is no doubt that we are as strong now as we ever have been, but we need to let the public, and our members, see what a wide range of good quality products we have to offer. Therefore, we are considering ways of having a high publicity re-launch of Lincolnshire Open Studios / Art-on-the-Map in early 2011, prior to the first Open Studios in 2011.

Lincolnshire Open Studio Dates for 2011:

Using the experience gained at the national Open Studios Network conference, held in Coventry last October, we are now considering whether all our members should open their studios on the same dates in the spring and summer for 2011 (prior to 2008 we all opened on the same dates). An additional option now being considered is whether to choose a fortnight in the spring, and a fortnight again in late summer, and then to let each member nominate which days within those fortnights they wished to open. That would allow much more flexibility for individual members to select the days they wished to be open and it will also simplify the overall publicity for the events. If this is to go ahead, then we will need to modify the individual website pages and also include those individual selected dates in the 2011 brochure. Work is already in hand to see how that could be achieved.

2011 Brochure:

We will need to start planning for the 2011 brochure immediately after the 2010 AGM in October. That will give plenty of time to design the brochure, attract advertisers, proof-read, print and distribute the 2011 brochure well before the first Open Studio events in 2011.

Cluster Groups and Co-ordinators:

We are extremely grateful to the Cluster Group Co-ordinators who have helped to spread the voluntary workload by acting as local contacts for members. We have been using the following guidelines for Cluster Group Co-ordinators for the last eighteen months (they were last circulated in the first Newsletter for 2009). They are reproduced here as this is an opportune time to see whether they need to be revised. The current guidelines for Cluster Group Co-ordinators are to:

- Determine, in agreement with the Steering Group, dates of open studios for each Cluster Group area, where possible trying to make sure that these dates don't clash with those of other local functions (this, and the items below, may be achieved by email and 'phone).
- Report these dates to the Membership Secretary.
- Help to co-ordinate the smooth running and operation of each Cluster Group by communicating with it's members.
- Help to publicize their Cluster Group's open studio dates to local radio, TV, newspapers and any other media.
- Provide a distribution point from which their Cluster Group members can collect brochures and leaflets for local events.
- Collect feedback from members of their particular Cluster Groups after events, in order to report back to the Steering Group.

Summary and Your Feedback:

We thought that it was important to share the above ideas with you as soon as possible before finishing the draft Business Plan. When the draft Business Plan is completed, there will be a formal consultation with all members before the plan is finally ratified and implemented.

We would appreciate any constructive comments on the above as soon as possible. Please forward any comments to Graham (as Newsletter Editor), to Julia (as General Secretary), to Peter (as Membership Secretary) or to any other Steering Group member; their details can be found on the website. They will then feed those comments back to all of the Steering Group members.

Thank you and we look forward to hearing from you soon!

4. 'Life in the UK' Show for Kaoru Shimada:

AOTM member Kaoru Shimada is exhibiting his latest creations at the Sam Scorer gallery in Lincoln. Entitled 'Life in the UK', the show runs from Tuesday 9th March to Sunday 21st March (Monday 15th Closed). Opening times are Weekdays 11 - 3.30 pm, Weekends 11.30 - 3pm and admission is free.

5. Fenland Cluster Group Exhibition:

Boston Borough Council has again offered AOTM members who reside in this area an exhibition at the town's prestigious Haven Gallery. This will take place in the Resources Room from Saturday 6th March to Saturday 27th March. Seventeen artists will be taking part, and they hope to put themselves truly 'on the map' in South Lincolnshire. A launch party (drinks, nibbles) will be held on Saturday 6th March 1-3 pm and guests are welcome.

Boston Borough Council has had to make cuts to maintain essential services and the fate of the Haven rests with the budget for the new financial year in April. The long term future of the Haven is still under discussion but it is envisaged that, in the meantime, the mediaeval Guildhall will take some of the cultural events.

The exhibition in the long, vaulted, Resources Room at the Haven was very successful last year. It proved to be a most attractive venue and Fens Cluster artists will be sorry to lose it. Let's hope the closure will be temporary.

6. Eye-catching New Course for Aspiring Jewellery Designers:

The University of Lincoln has unveiled an exciting new degree programme in design. BA (Hons) Jewellery and Object begins in September in the University's prestigious Lincoln School of Art and Design. Students will study the creation of contemporary jewellery and artefacts, learning a variety of specialist design and related craft skills.

The three-year course will equip graduates for a wide range of careers, including jewellery artists and designers, accessories designers and design managers, as well as roles in merchandising, conservation and design retailing.

For more information on the new programme BA (Hons) Jewellery and Object, visit http://www.lincoln.ac.uk/home/new_courses/index.htm

7. Soup, Snowdrops and Sculpture for Spilsby:

Ruth Ward is opening her garden on Sunday, 21st February to raise funds for the Flower Festival for St James's Church, Spilsby, and volunteers are needed to provide some sculpture. She is open for 'Soup, Snowdrops and Sculpture' and this will be a great attraction. Ruth has a beautiful, large garden and there is definitely plenty of room! Those interested are asked to contact Ruth directly on 01790 752477.

The Gardens are also open on a number of dates through the year and she will be pleased to hear from anyone who would like to exhibit. Ruth's full address is: The Old Rectory, Church Lane, East Keal, Lincs PE23 4AT.

8. 'Art In The Park' near Rotherham:

'Art In The Park' is scheduled to go ahead on Saturday 26th and Sunday 27th June, 2010 at Sandbeck Park, Maltby, South Yorkshire, by kind permission of Lord and Lady Scarbrough. Subject to confirmation, the event will consist of a champagne reception followed by an evening of light opera and dancing with a wonderful Italian dinner. There will be a charity art auction and guests will also be able to view and purchase the art on show during the evening. This takes place on the Saturday evening and will be a ticket only event.

Sunday will be open to the public and will allow visitors to peruse and purchase art along with provided entertainment and refreshment. The last event, at which AOTM exhibited, was very successful with sales of over £40,000 worth of art and they could not accommodate all the artists who wished to show! We are pleased to say that this year they will have double the hanging space available.

If any member would like tickets for the Saturday evening then please contact Michael Massarella, art coordinator for *Art In The Park*. Once he has the final cost, he will let you know what price the tickets will be and what commission the charity (Safe @ Last) will take from art sales. If any artist feels they could donate a piece of work for the auction then he would be eternally grateful.

Should members be interested in exhibiting then they can contact Michael by email [michaelm@massarella.co.uk]. Visit <http://www.safe@last.co.uk> to see the valuable work of the charity.

9. ROI Launches Oil Masterclass Event:

Art enthusiasts are being offered the chance to spend a day with two of Britain's top oil painters and learn their secrets as part of a new initiative by the Royal Institute of Oil Painters. The ROI Oil Masterclass will feature David Curtis, well known to many through his books and DVDs, and a past President of the Institute, Dennis Syrett. Neither painter normally teaches so this will be a rare opportunity to watch them in action in the flesh.

The event is being staged on Saturday March 20th, 2010, at the West Norfolk Arts Centre at Castle Rising in Norfolk, next door to the Royal Sandringham Estate. People attending will have the chance to watch David and Dennis painting and ask them questions about their style and technique.

President of the ROI, Peter Wileman, who will also be at the event, commented: "We are very excited about this event. The ROI wants to promote excellence in oil painting in a country often dominated by watercolour painting. We wanted to stage an event outside London which would enable those who paint in oils to come along and watch some of the best in the business in action. I'm sure it will prove a very popular event and this one will hopefully be the first in a string of similar events."

This is the latest initiative from the ROI which launched its new *Friends* section recently. *Friends* will get a discount on the event price. Tickets for the all day event cost £58 (£50 to *Friends*) including lunch and refreshments and can be obtained from West Norfolk Arts Centre on 01553 631689 or by post from The Old School House, Castle Rising, King's Lynn, Norfolk PE31 6AG. For further information email: [roievents@me.com].



Pictured - David Curtis at the Art Event Evening at this years ROI Exhibition

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Please send your news for next month's issue to the Newsletter Editor: graham@forgearts.co.uk