



HERTFORD TOWN COUNCIL



PRESS RELEASE

14th November 2017

Hertford Arts Trail 2018

Hertford Town Council has announced that the annual Hertford Arts Festival 2018 will run from Friday 6th April to Sunday 6th May. Local artists and businesses are being urged to sign up now to take part in the Arts Trail, which forms part of the Festival.

The comprehensive festival programme consists of the annual Hertford Arts Trail, Street Arts Festival and the Hertford Castle Craft Market and Open Day. The festival also covers local exhibitions, activities and performances including Hertford Theatre Week, Courtyard Arts Open Exhibition and the Hertford Arts Society Open Exhibition.

Last year, 26 talented artists showcased their work during the Hertford Arts Trail. Each artist was allocated a prime town centre location to exhibit and sell artwork for a month long period. The pop up art exhibition venues will be located around the town centre, where venues consist of retailers to bars and cafes, beauty salons to gift shops.

For 2018, the Hertford Arts Trail will launch on Friday 6th April at Hertford Castle where artists will preview one creation from their month long pop up art exhibition. The Arts Trail will then run from Saturday 7th April – Sunday 6th May and offer free entry to all venues.

Town Centre Businesses

Any town centre business is welcome to apply to become part of the Hertford Arts Trail and will be required to allocate a designated area within the premises for the artist to exhibit. The business will be open to trade as normal and should expect an increase in footfall from spectating visitors.

There are a number of benefits for businesses that are interested in becoming an Art Trail venue. The venue will retain a 15% commission from every art piece sold, be listed in the festival programme, and invited to the opening launch at Hertford Castle.

It's free of charge for businesses to sign up and become an Art Trail venue. Contact the Town Centre Officer, Nikki Smith, by emailing nikki@hertford.gov.uk or telephone 01992 552885.

Artists

For 2018, Hertford Town Council have once again partnered with Courtyard Arts to help promote the festival and source artists to take part in the Hertford Arts Trail.

Artists will be allocated a prime town centre location in which to display and sell their work for the period of the trail. This unique opportunity is low cost and charged at £30 per artist for the month long exhibition.

All artists are eligible to apply and must do so before the application closing date of 24th January 2018.

Artists can find further information and the application form online by visiting www.courtyardarts.org.uk

Note to Editors

For further information about the Hertford Arts Festival, please contact Melissa Reynolds on 01992 552885 or email melissa@hertford.gov.uk.