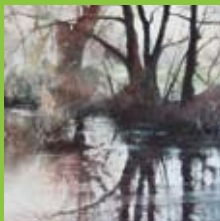


STAFFORDSHIRE

# enjoy art

The County's primary directory  
of visual arts and events.

Incorporating **Staffordshire  
Open Studios** with support  
from **Destination Staffordshire**.



NEW ART DIRECTORY

BRAND NEW WEBSITE

MORE PR OPPORTUNITIES

OPEN STUDIOS EXHIBITION

BETTER VALUE FOR MONEY



## MEMBERSHIP 2010/11



Staffordshire

# WHY SHOULD I JOIN STAFFORDSHIRE EN

**NEW ART DIRECTORY**

**WIDER REGIONAL DISTRIBUTION**

**BRAND NEW WEBSITE**

**OWN PAGE TO SHOWCASE WORK**

As a professional or semi-professional artist living and/or working in Staffordshire we want to be able to help you in raising the awareness of your considerable creative talents. Destination Staffordshire, the County's foremost marketing organisation, realises the unique and significant contribution you make in attracting visitors to the region and in return wants to bring these potential customers to you on a regular basis. In previous years Staffordshire Open Studios has provided an outstanding opportunity for artists such as yourself to showcase your abilities over two weekends in September. This year we are re-introducing the Open Studios Preview Exhibition which will be held at 'the gallery @ Ridware Arts' near Rugeley. While Open Studios still remains an important event in the calendar, the larger Staffordshire Enjoy Art initiative will work to your advantage all year round, tapping in to the commercial side of the County's vibrant tourism market.

Entry examples are for visual purpose only and are not entirely accurate.



[www.staffordshireenjoyart.com](http://www.staffordshireenjoyart.com)

**BETTER VALUE FOR MONEY**

12 MONTH MEMBERSHIP OF ENJOY ART & DESTINATION STAFFORDSHIRE. ALL FOR JUST:

# £100

# JOY ART? WHAT'S IN IT FOR ME?

## MORE PR OPPORTUNITIES

USING OUR REGIONAL RESOURCES

## OPEN STUDIOS EXHIBITION

TWO-WEEK PREVIEW EVENT

Our annual artists directory, available in Tourist Information Centres and other outlets, and new interactive website, will be key to delivering your work into the public domain. The latter will allow you to promote and regularly update your work, announce exhibitions or publicise any creative workshops or events that you might be involved with. Even if you miss the deadline for inclusion in the printed directory, you can still utilise the online facility and increase your exposure to a wider audience. Once approved for membership you will then be ready for inclusion in the next issue of the directory. Your annual membership will also entitle you to a listing in the first available issue of Destination Staffordshire's new tourism newspaper entitled 'Out & About', a marketing opportunity aimed specifically at visitors to the area which will position your own arts and crafts business alongside other interests such as accommodation, food and drink, theme parks, theatres, sporting venues, shopping excursions and much more.

In short, Destination Staffordshire acknowledges the fact that visitors to our County actively seek quality arts and crafts. Staffordshire Enjoy Art is our way of introducing you to one another. We look forward to welcoming you on-board.



**PLEASE NOTE: APPLICATION DEADLINE FOR INCLUSION IN THE PRINTED DIRECTORY FOR 2010/11 IS FRIDAY 7TH MAY 2010**

# I SEE THE BENEFITS. I'D LIKE TO **APPLY!**

Applying to become a member of Staffordshire Enjoy Art is very straight forward. You can either complete the form below and post it back to us at the address shown overleaf or visit the new website at [www.staffordshireenjoyart.com](http://www.staffordshireenjoyart.com) and fill in the online application.

PLEASE COMPLETE IN CAPITAL LETTERS

Title: Mr  Mrs  Miss  Ms  Other  please state: \_\_\_\_\_

Name: \_\_\_\_\_

Trading as: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

County: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

- I am applying for membership to Staffordshire Enjoy Art and Destination Staffordshire for the first time and include an example of my work with this application
- I am currently a member of Staffordshire Open Studios and wish to renew my membership for 2010/11
- I wish to participate in the Staffordshire Open Studios weekends and preview exhibition, and would like to be kept informed of arrangements for the event
- I agree to the Terms & Conditions shown overleaf

Signed: \_\_\_\_\_

Date: \_\_\_\_\_



Please return your completed application form to:

**Staffordshire Enjoy Art, c/o Verso Communications,  
Ridware Arts, Hamstall Ridware, Rugeley, Staffordshire WS15 3QQ**

First time applicants, remember to include an example of your work

**TERMS & CONDITIONS – IN BRIEF**

Destination Staffordshire has developed Staffordshire Enjoy Art for the purpose of supporting artists in the county. Through it we aim to accurately inform organisers, artists and members of the public about activities and events concerning visual arts.

If you wish to become a member of Destination Staffordshire and make use of our services then you are under an obligation to do so responsibly and not to do anything that will upset others or bring Destination Staffordshire into disrepute.

Destination Staffordshire is committed to protecting your privacy. We collect data from you when you register for membership. This data can sometimes comprise personal data about individuals, to which UK data protection laws apply. We will use membership data to provide and improve the service to you, to notify you of any changes to the service or our terms and conditions of use. We will not share your user data with third parties or sell it on.

Destination Staffordshire may make membership data available to other parts of the organisation, either for the fulfilment of Destination Staffordshire services, or to enable us to provide you with information about products or services, which we believe you may be interested in.

To qualify for membership to Destination Staffordshire you must be a maker of original works of art and/or craft and live or work in Staffordshire.

You agree that you will not post content, the display of which would infringe the intellectual property rights of any third party. In particular, you represent and warrant that the content of your posting is original and not copied from any third party.

You agree that you will not post material that contains content which is harmful, threatening, abusive, vulgar, obscene, harassing, defamatory, offensive (racially, sexually or ethnically), promotes a political view or is otherwise objectionable.

Destination Staffordshire reserves the right not to circulate any material that you post in its absolute discretion and to decline application for membership if such an application is not deemed suitable also at its own absolute discretion.

Destination Staffordshire cannot be held responsible for any inaccuracies or errors in the content of marketing material, or anything resulting from them.

Under no circumstances can Destination Staffordshire accept liability for any loss, damage or injury sustained by any member of the public visiting any venue listed in our marketing material.

If you breach any of the provisions set out here, Destination Staffordshire may immediately terminate your use of the service. For full Terms & Conditions, details of Destination Staffordshire's Data Protection Policy and Staffordshire Open Studios Participation Agreement please visit our website.



# Staffordshire

## MORE INFORMATION?

**Staffordshire Enjoy Art membership enquiries**

Verso Communications, Ridware Arts,  
Blythe House Farm, Hamstall Ridware, WS15 3QQ  
01889 504415  
members@staffordshireenjoyart.com

**Staffordshire Open Studios events**

Deb Walker, the gallery @ Ridware Arts,  
Blythe House Farm, Hamstall Ridware, WS15 3QQ  
01889 504102  
deb@walker-art.co.uk

**Destination Staffordshire**

Development Services, Riverway, Stafford, ST16 3TJ  
01889 880151  
info@enjoystaffordshire.com  
www.enjoystaffordshire.com