

Meet the Curator took place on the 17th May 2012 at Derby QUAD. The event was attended by 17 galleries and 99 artists. This evaluation is based upon the responses of 26 artists and 11 galleries. The aim of the event was to provide access to a range of galleries and arts festivals for local artists – building on research from the ‘Ignite Your Creativity’ roadshows that suggested artists both found galleries hard to approach. Unlike most showcase events, at Meet the Curator it was the Galleries/festivals that were exhibitors. The event was free to attend and exhibit. The following organisations exhibited:

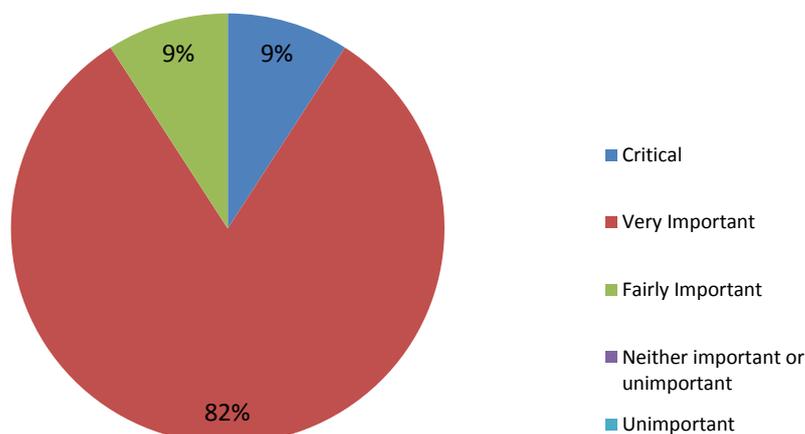
Stylistic Gallery	Gallery Top (Matlock)
Derby QUAD	Déda
Derby Museum and Art Gallery	Lakeside Arts Centre (Nottingham)
Buxton Museum and Art Gallery	Thoresby Gallery (Nottinghamshire)
Opus Gallery (Ashbourne)	The Seed Gallery (Crich)
St John Street Gallery (Ashbourne)	The Beetroot Tree (Draycott)
Melbourne Festival	Derbyshire Open Arts
Peak District Artisans	Long Eaton Arts Room
White Peaks Fine Art (Cromford)	

In advance of Meet the Curator, we ran two Prepare Your Marketing Approach workshops with Rachael Chambers of Ferrers Gallery. A total of 18 Derbyshire artists attended these workshops – designed to give them the skills and confidence to approach galleries and make the most out of Meet the Curator. In total 19% of respondents indicated they had attended these sessions.

Response of Galleries/Festivals to Meet the Curator

Of the 11 galleries and festivals that completed an evaluation form, over 90% identified that sourcing new talent and work was critical to their business model (as identified by the chart below) and therefore the event was of benefit to Galleries also. All of the exhibitors found the event useful and all of them said they had identified leads/contacts that they wished to follow up and all of the exhibitors said they would attend again next year if the event were repeated.

Importance of sourcing new artists and creative work to galleries/festivals' business model



Below are some example comments from galleries/festivals that attended

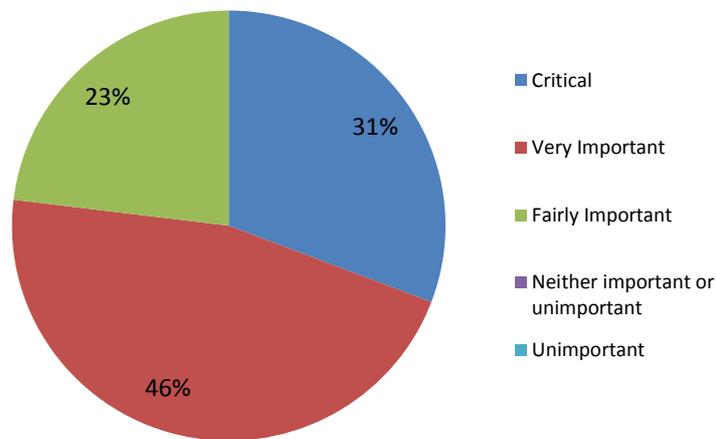
Wonderful networking event, and wonderfully run. Really enjoyed meeting Derbyshire venues and artists, perhaps a crossover with Derbyshire and Nottinghamshire would be a good regional event?

I felt it was a good relaxed, informal atmosphere which was conducive for useful conversations

Good idea, very much worth my while attending

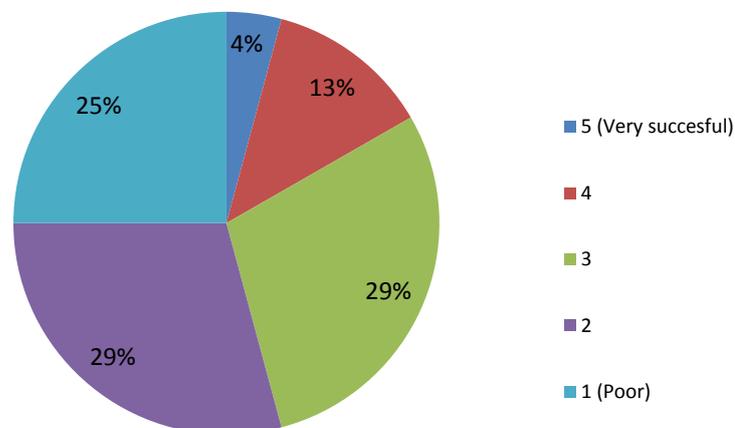
Response of Artists/Creatives to Meet the Curator

Importance of exhibiting/selling work in galleries/festivals to creative's business model



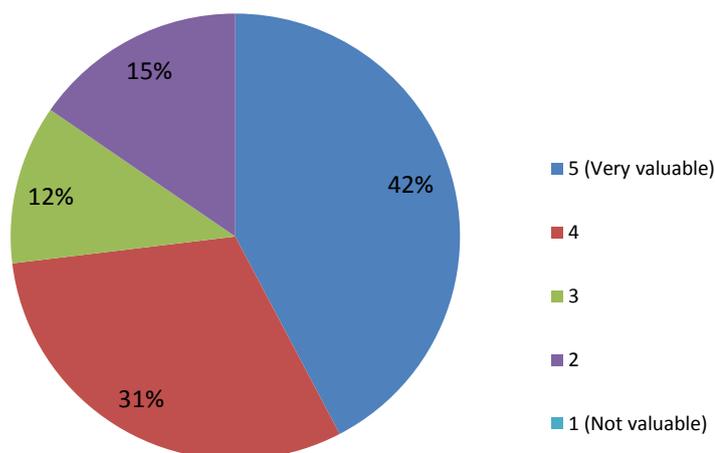
As identified within the chart above, over three quarters of artists saw exhibiting in galleries or at arts festivals as either very important or critical to their business model. In total 77% of artist attendees had had work exhibited in galleries or at festivals previously. The chart below identifies how successful creative felt they had been in approaching galleries, with over half the artists returning an answer of one or two out of 5. The average score was only 2.42 out of 5.

How successful have you been to date in approaching galleries?



As a result of the event, 96% of respondents had identified at least one lead that they planned to follow up after the event – so in terms of 'market making' the event has been successful as both sides identified leads to follow up.

**How valuable has been attending Meet the Curator
to your business?**



The chart above shows how valuable businesses found Meet the Curator. In total almost three quarters found the event very valuable or the next category below (4 out of 5). Below are some comments from some of the artists/creative that attended.

Good mix of curators, just about the right number in terms of time etc. A very innovative event allowing a comfortable meeting of artist/makers and curators.

It's a great idea. Got a lot out of it.

It was just what I needed to give me the confidence to talk to gallery owners.

Fantastic idea. I hope you'll do one again!

Really well organised, lots of leads to follow up, very pleased I came.

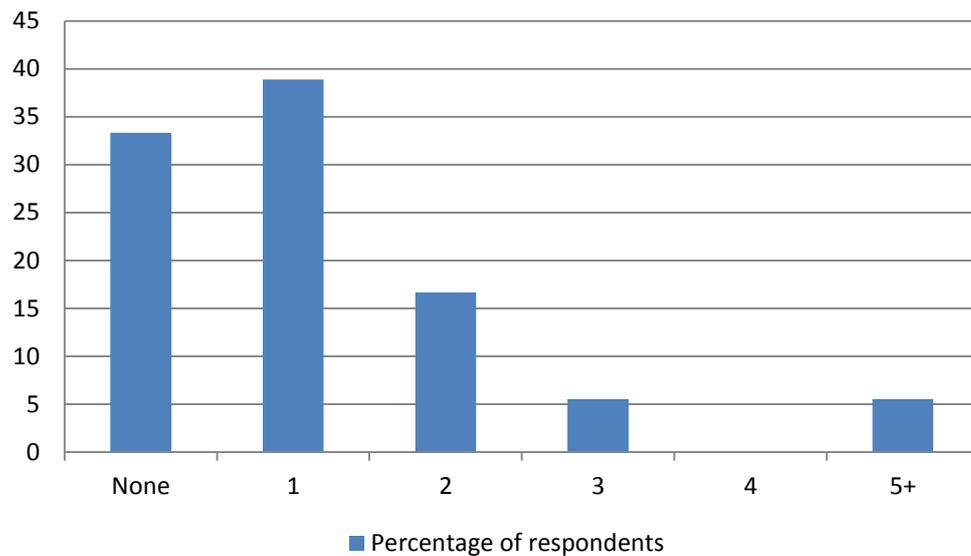
QUAD as a Venue

Working with QUAD clearly had benefits for the event – notably the credibility of drawing in other major galleries and the support of having QUAD as a partner rather than just a host. Overall the Galleries/Festivals scored QUAD 4.36 out of 5 as a host for the event – although there were some comments about being squeezed into the room (the Box). The artists/creative scored QUAD at 4.42 out of 5 as a venue, with a score of 4.38 for accessibility.

August 2012 Follow Up Survey

During August 2012 the artist attendees of Meet the Curator were emailed a follow up survey to look at some of the longer term impacts the event had had on their business. A total of 19 businesses responded to the survey. As identified within the chart below, two thirds of all the attending businesses had further contact with exhibiting Galleries/Festivals after the event. On average this equates to over 1.5 Galleries/Festivals per artist attending.

As a result of attendance at Meet the Curator - did you make or receive any follow up contact with Galleries/Arts Festivals and how many?



As a result of this follow up, 15% of all attendees had sold/exhibited work at the participating festivals/galleries, an additional 15% had planned exhibitions with festivals/galleries and 45% remained in ongoing discussions about exhibiting/selling work in the future. In total 83% of businesses felt attending the Meet the Curator had improved their confidence to approach other galleries/festivals in the future.