

# Art Village

[FIND A  
SOLUTION]  
GU SETTLEMENT  
REPORT:  
ARTVILLAGE

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## **Introduction**

### **What is Art Village?**

Founded in 2013, Art Village is a Shawlands based Community Interest Company. Its principal aim is to revive historic high streets that have fallen into decline. Art Village plans to achieve this end by shaping itself into a cultural attraction intended to draw visitors into Shawlands, thereby revitalising the area, and helping local businesses remain in business.

Art Village offers such a wide range of cultural activities that it can best be described as a cultural centre. First and foremost, Art Village encompasses several art gallery spaces, which exhibit and sell contemporary art and craft works by primarily local artists and designers. Additionally, Art Village is also home to the independent graphic novel book-store 'Drawn Books' and to Scotland's Smallest Cinema, 'Cinema Lautrec', which specialises in screening independent Scottish short film.

In accordance with its dual aims of supporting local businesses and promoting community engagement in the arts, Art Village also regularly hosts art and craft workshops, aimed at both children and adults, has musical instruments available for the public to play for free, and offers local Vintage Clothes store 'Beautiful Cosmos' a space to sell its stock every Saturday.

As a Community Interest Company, Art Village offers both artists and prospective buyers very fair and advantageous deals, with the artist receiving as much as 60% of the revenue upon the sale of one of their art or craft works. For persons who wish to purchase artwork, but cannot afford to pay the full price immediately, an interest free payment plan can be negotiated.

### **Initial Internship Aims and Objectives**

According to the internship description for the Find a Solution: Art Village project, the main objective of this internship was to 'devise, create and roll out online/social media communication strategies' for Art Village, 'which could be passed onto volunteers to operate'.

Furthermore, before the internship began, Art Village was set to close a deal with Shawlands Arcade management that would see Art Village expand its space from approximately 7 000, to around 10 000 square feet. One of the key aims of the internship was to promote this Art Village expansion, and to develop a marketing strategy for all the new features Art Village was set to introduce as a result of its space increase.

However, due to delays in the negotiations, the deal was not closed as soon as Art Village management had expected. Consequently, one of the main internship objectives – to promote Art Village’s expansion, new aspects and acquisitions – had to also be indefinitely delayed. The focus of the internship thus shifted from developing new social media and communications strategies, to examining Art Village’s current online marketing practices, improving these and maximising their effectiveness.

## Strategic Approach

### Initial Findings – Analysis of Existing Data

Before we began to develop our social media marketing strategy, we first evaluated Art Village’s current online presence and social media outreach relative to that of its competition. We started by establishing who Art Village’s main competitors are, looking at other Glasgow based cultural centres, graphic novel stores, and cinemas specialising in independent films. Our research revealed that Art Village’s main competitors are:

- ‘CCA’
- ‘Trongate 103’
- ‘GFT’
- ‘forbidden planet’

A comparison of their social media presence with that of Art Village showed the following:

Followers on:	Art Village	CCA	Trongate 103	GFT	Forbidden Planet
Facebook	1,825	<12,000	3,869	<16,000	6,184
Twitter	150	< 24,400	7,761	4	16,700

This comparison was carried out on the 30<sup>th</sup> of May, 2015.

Furthermore, an examination of the Art Village Facebook page revealed that Art Village’s marketing strategy then reached primarily female customers between the ages of 40 and 60.

### Marketing and Promotion Strategy Formation

Based on our analysis of existing data, we devised the following online and social media marketing strategy for Art Village:

#### Goals

We aimed, firstly, to retain Art Village’s current customers; and furthermore, to target new customers belonging to a younger age group – focusing on people between the ages of 20 and 40. Our long term goals included seeing an increase in footfall at Art Village, as well as an

increased rate of new Page Likes on Facebook, and an increased rate of new followers on Twitter.

### Methodology

In order to achieve our aims, we intended to:

**Step One** – Conduct in-house continuous marketing research through both quantitative and qualitative information gathering and analysis. For quantitative research, our aim was to create surveys for customers to fill out on site, after their stay at Art Village. We planned to devise our survey questions, bearing the following criteria in mind:

- the social media habits of current and prospective customers
- behavioural – we wanted to find out why customers visit cultural facilities (benefits they look for), how often they come, their values, etc.

As for qualitative research, we intended to both invite customers to leave comments online, and write in guest books about their experiences at Art Village on site.

**Step Two** – Next, we intended to analyse how cultural institutions similar to Art Village – especially its local competitors – reach their target audience. Noting that Art Village's main competitors have a significantly stronger Facebook and Twitter presence than Art Village, we thought it prudent to do two things:

- Examine the websites, internet presence and social media strategies of Art Village's competitors, and **emulate** where applicable – bearing in mind the differences between Art Village and these competing centres and businesses.
- Figure out what sets Art Village facilities apart from the competition, and **emphasize the aspects that make Art Village unique** on social media, in order to gain from Art Village's competitive advantage.

**Step Three** – After having completed our in-house marketing research, and analysis of the promotional practices of Art Village's competitors, we intended, as our final step, to provide

recommendations for Art Village's social media marketing and promotion strategy, bearing in mind the four C's:

- have a clarity of message
- have a consistent message
- have a credible message
- have a competitive message

We also thought it prudent to remember that Art Village offers **core products** – such as the cinema, the musical instruments, the graphic novel book-store, and the art galleries – but it also has **augmented value** – meaning the service, the quality, the comfort of the facilities, and the ease of access. We aimed to promote both Art Village's core products, and emphasize the positive aspects of Art Village's augmented value in our marketing strategy.



# Implementation of Strategy

## The Research Phase

### Insights Gained as a Result of Incorporation into ArtVillage Team

During the early stages of our incorporation into the ArtVillage team we were informed on the aims and objectives of the organisation in order to ensure that our strategies would always support and improve the original intentions of ArtVillage. These are as follows:

#### ARTS & CULTURAL DEVELOPMENT

To have ArtVillage recognised for supporting quality art, craft and design.

- To stimulate wider interest in art, craft and design and provide a platform for community learning and participation.
- To provide gallery outlets for graduate and professional artists and makers.
- To develop major facilities for exhibitions, education and events.
- To support other artistic and cultural initiatives in High Streets to complement ArtVillage's activities.

#### COMMUNITY DEVELOPMENT

To reinstate the importance of High Streets to local community life and support their role as thriving community hubs.

- To co-ordinate and focus community spirit and to promote community pride and well being.
- To refresh High Streets by facilitating the establishment of new businesses and activities.
- To promote opportunities for local people to meet and engage with their neighbours and overcome social barriers.

#### ECONOMIC DEVELOPMENT

To provide visitor attractions which will generate new and sustain existing businesses.

- To create an environment in which retail outlets can be established as sustainable businesses.
- To generate new business for existing retailers.
- To support and promote local micro businesses.

- To create quality volunteering and training opportunities.
- To create additional employment opportunities.

## BUILT ENVIRONMENT

To preserve and enhance the townscapes of historic High Streets.

- To breathe new life into existing buildings.

With this information, we discussed our objective as marketing interns and decided on the following approach:

- To do extensive consumer research with the biggest demographic who would be using the system.
- Explore the strength and weaknesses of the online presence of each faction.
- Explore already successful marketing campaigns, particularly in Scotland (Glasgow).
- Work with Art Village officials and the team leaders of each faction to find out their own ideas and opinions to try to implement as many as possible and make sure everyone is happy with my choices.
- Focus using Facebook pages to begin with as it there is an already established audience so if we wish to branch out to other websites or self-made websites then the audience can be informed of this.

### **Adapting Strategy to Better Suit ArtVillage's Capabilities**

When we started our internship, Art Village had a Twitter account and an Instagram account, as well as two Facebook pages – one main Art Village page, and a second Facebook page devoted solely to the graphic novel book-store Drawn Books (previously called 'Plan B Books'). Initially, we had intended to incorporate all of these social media platforms into our marketing strategy, and to promote Art Village over every single one of them. Additionally, seeing that the graphic novel book-store had its own Facebook page, we wanted the cinema and the children's workshops to have their own, separate Facebook pages as well. Our rationale was the idea that creating a separate Facebook page for every Art Village feature would enable us to target the correct audience for each feature more directly and effectively. We reasoned, for instance, that people primarily interested in the children's workshops would not necessarily want to receive information about graphic novels or the cinema, and that therefore, in terms of promotion, it would be best to separate Art Village's diverse cultural programme into sections.

However, it was clear to us that the social media marketing strategy we were planning to develop should be sustainable in the long term. Working alongside members of the Art Village team led us to realize that Art Village simply does not have the amount of employees and volunteers necessary to regularly update a Twitter account, an Instagram account, and several Facebook pages. Thus, we not only abandoned our idea of creating separate Facebook pages, but, recognizing that Art Village does not have the manpower to manage more than a single social media platform, resolved to research which social media platform (Twitter, Instagram or Facebook) was the most popular among Art Village's current and prospective customers. We then agreed to limit our marketing strategy to that single, most popular social media platform.

### **Quantitative Research – Creation of Surveys**

When we discussed our idea of creating surveys for Art Village customers to fill out with Patrick and Juliane, Art Village's directors, a problem quickly presented itself. Art Village already had surveys for visitors to fill out on site, but very few customers took the time to respond. Those that did respond tended to answer briefly, and not answer every question on the survey. The questions on the existing surveys were as follows:

- 1) Did you enjoy your stay at Art Village? Why or why not?
- 2) How did you find out about Art Village?

The few responses to these surveys were overwhelmingly positive, with people indicating that they found their stay pleasant. The reason given was most commonly that the visitors enjoyed looking at the artworks featured in the galleries. As for the second question, the handful of responses indicated that most people were simply passing by, thought that Art Village looked appealing, and went inside.

We took note of these findings, and next proceeded to consider the problem of the low response rate. Noting that the vast majority of Art Village visitors came in, casually looked around, and then left, we felt that we would only irritate them if we directly approached and asked them to fill out our surveys, and that this would discourage visitors to come back.

Instead, we decided to concentrate on the parents of children attending Art Village's youth workshops, as these parents most commonly stayed at Art Village for the duration of the workshops (so for an hour at the least). Furthermore, many of the parents were familiar already with Art Village staff. Deeming it appropriate to directly approach this group and ask them to help us with our marketing research, we created more detailed surveys for both the parents and their children to fill out at the workshops. The surveys we created ran as follows:

Survey for the parents, and children younger than five years:

1. How would you rate Art Village Kids?      1 2 3 4 5 6 7 8 9 10  
Comments (Have you been before? Would you recommend to others?)

2. What activities has your child enjoyed at Art Village Kids?

3. What activities would you like to see at Art Village Kids?

4. How did you find out about Art Village Kids? Please be specific. (For example through social media, by word of mouth, local knowledge.)

5. What online or social media platform(s) do you use most frequently to look for children's activities? (Facebook, Twitter, Instagram, Emails, Newsletters etc.)

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### Under 5's Questionnaire

1. Did you have fun at Art Village?



2. What is your favourite thing to do?



READING



DRESSING UP



DRAWING



MUSIC

Survey for children older than five years:

1. Did you enjoy Art Village?

1 2 3 4 5 6 7 8 9 10

2. What activity did you enjoy the most?

3. What other activities would you like to do at Art Village?

4. What activities do you like to do on the computer? (**Games, Drawing, Twitter or Facebook?**)

Having created these surveys, we invited the children and parents attending the children's art and craft workshops to fill them out. Additionally, we asked the parents about their online and social media habits in person, and wrote down what they said.

We passed on the results pertaining to the most popular children's activities, and ideas for future activities, to the children's workshops coordinator Simone.

As for results pertaining to promoting Art Village over social media, they revealed the following:

- Facebook:
  - out of 17 survey respondents and interviewees, 15 had an account on Facebook, and 12 had liked and were following the Art Village Facebook Page already (the other three did so at our request)
  - nine parents stated that they checked Facebook daily, while the other six revealed that they checked Facebook two or three times a week
  - one parent initially found out about Art Village over Facebook, the rest found out through word of mouth and local knowledge
  - most of the parents searched for children's activities in their local area via google, but all of the 15 who had a Facebook account thought it was and would be useful to see regular Facebook updates on what exact activity was planned for Art Village's next children's workshop session
  - none of the children had a Facebook account
- Twitter
  - two out of the 17 parents we asked had a Twitter account
  - one person used Twitter regularly, the other said they 'hardly ever' logged on to their account
  - the two who had a Twitter account, also had a Facebook account
  - none of the children had a Twitter account
- Instagram
  - only one parent had an Instagram account
  - none of the children had an Instagram account

Deeming the survey respondents to be between the ages of 30 – 45, we extrapolated that Facebook was the preferred social media platform of Art Village customers in that age group. Additionally, we gained the impression from Art Village's original surveys that the majority of customers were primarily interested in Art Village's function as an art seller and exhibitor.

### **Qualitative Research – Creation of TripAdvisor Listing**

We felt that the survey question 'Did you enjoy your stay at Art Village? Why or why not?' made our initial idea of inviting customers to write about their impressions in a guest book on site redundant. Instead, we decided to conduct our qualitative research into the Art Village customer experience online. Following the example of the CCA and the GFT, we created a listing for Art Village on TripAdvisor, and advertised our new TripAdvisor listing over Facebook. We evaluated the results throughout the course of the internship, reading every new review that appeared. Overall, Art Village gained five TripAdvisor reviews, all positive, with Art Village's rating averaging to 4.5 stars out of 5. In terms of augmented value, two reviewers commented on the friendly and approachable staff. In terms of core product, every reviewer mentioned the fact that Art Village encompasses art gallery spaces, while 3 reviewers additionally mentioned the graphic novel book store and the cinema, and one review mentioned the musical instruments. All the core products mentioned were depicted as attractions worth visiting.

### Measures Taken upon Evaluation of Research

#### **Facebook**

##### **Identifying Facebook as Preferred Communications Medium**

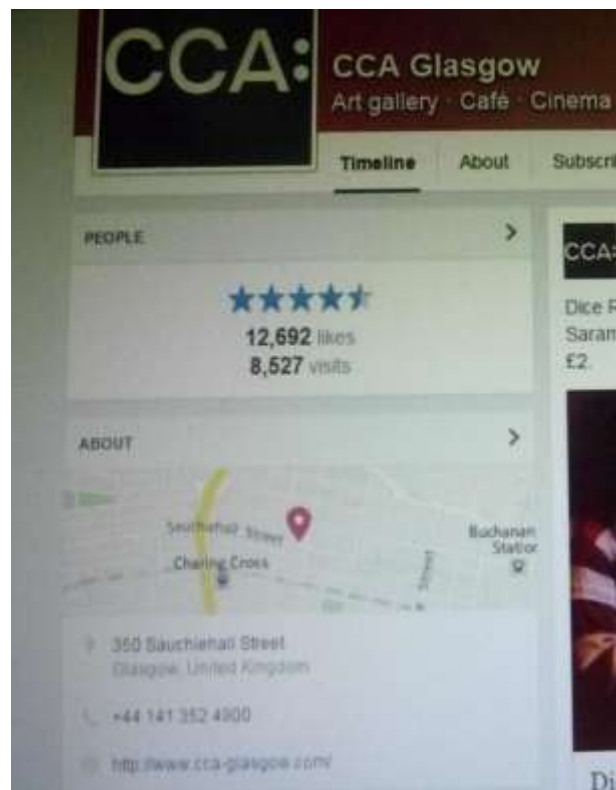
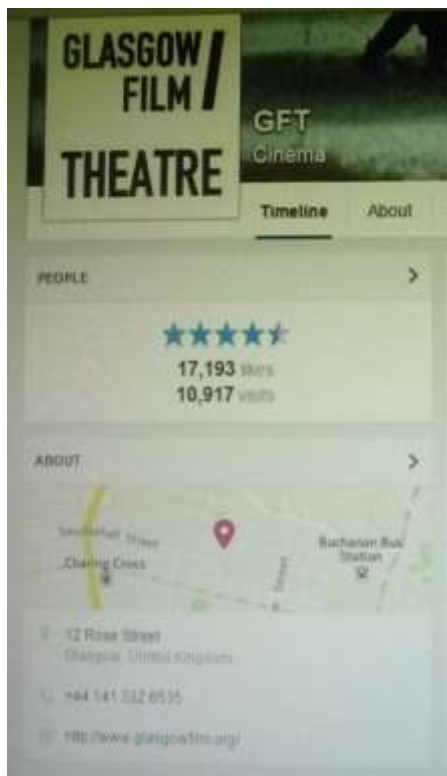
As a result of our research, we concluded that our marketing strategy should be limited to a single social media platform, in order to better accommodate Art Village's capabilities. Our quantitative research further suggested that Facebook was the preferred social media platform in the 30 – 45 age group of Art Village's current customers.

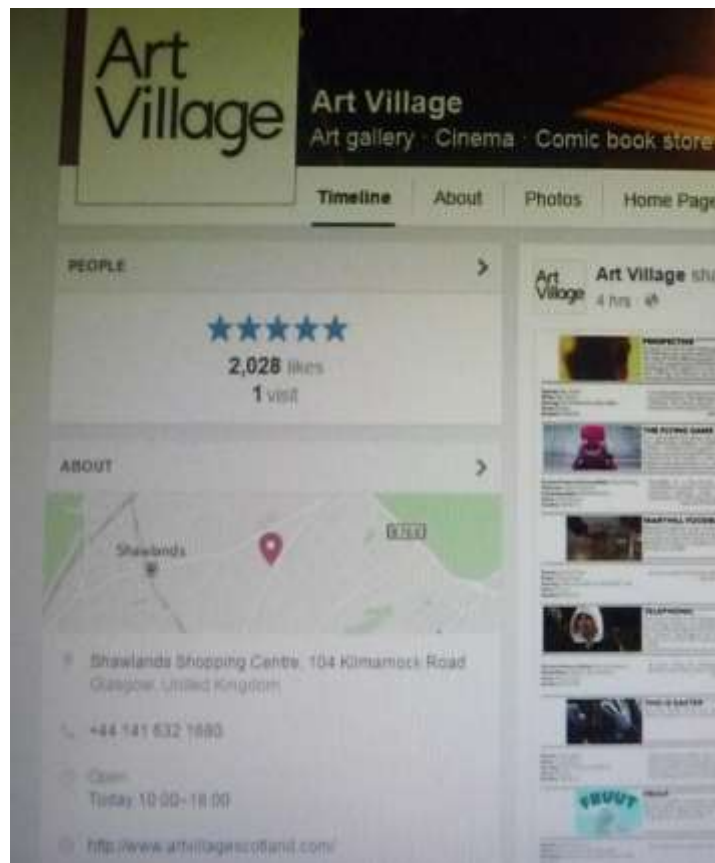


In addition to this, we found that on a worldwide scale, Facebook is vastly more popular than Twitter and Instagram. As of 2015, Facebook has 1.44 billion active users monthly, while Twitter has 302 million monthly active users, and Instagram 300 million (Source: Digital Information World). Furthermore, 54% of active Facebook users are between the ages of 16 and 34. For all of these reasons, and in light of our aim to target the 20 – 40 age group in our marketing especially, we made the decision to centre our social media marketing strategy around Facebook.

## Initial Restructuring

Having completed the research phase, which was Step One of our social media marketing methodology, we proceeded to Step Two – emulating the social media practices of successful Art Village competitors. Seeing that the CCA and the GFT had the most Facebook Page likes out of all of Art Village's local competition (<12,000 and <16,000 Facebook page likes respectively), we decided to restructure Art Village's Facebook page, using the CCA and the GFT Facebook pages as models:





First, emulating the GFT and the CCA, we included an 'Overview' section in the 'About' section of Art Village's Facebook page, where we wrote Art Village's address, phone number, opening hours and provided a link to the Art Village website. Thus, the most relevant information about how to contact and reach Art Village – including a map – is now visible at a glance both in the 'About' section, and immediately at the top of the Timeline. We also took care to state what Art Village does, next to the profile picture at the top of the Facebook page, with the description reading 'Art Gallery | Cinema | Comic book store', reminiscent of the 'Art Gallery | Café | Cinema' of the CCA's Facebook page.

Next, we fully updated the Short Description and the Long Description in the 'About' section, and added further information such as Art Village's email address and the availability for parking. Finally, emulating the CCA, we added 'Home Page' and 'TripAdvisor Reviews' as Apps, to the Facebook page, visible on the Timeline directly below the 'Overview' section.

Having restructured the Facebook page, we next proceeded to create a strategy for the status updates Art Village was to post on Facebook. Below is the document we wrote, and passed on to Art Village management:

## **Post Scheduling Strategy**

### **Problems Identified:**

The first step in marketing is establishing, and then targeting the correct audience demographic. The main problem with the current Art Village Facebook page is that it does not allow Art Village to do this, because:

- as it stands, the page is too confused
- it is targeting too many different interest groups simultaneously, and without a system in place when to market to who
- it is overloaded with information – the posts are too frequent, the Timeline is cluttered with too many different posts about too many different topics

Therefore, we suggest Art Village implement the following Facebook Status Strategy:

### **General rules:**

Our research (survey and TripAdvisor review evaluation) has indicated that the majority of Art Village customers are primarily interested in Art Village's function as an art seller and exhibitor. Therefore, **aim for 2 visual art related posts a day.**

Additionally, to help separate Art Village's many different aspects, and to help target the correct interest group for each, we suggest to organize the Facebook Page by days of the week. On **each week-day**, alongside the 2 daily visual art related posts, Art Village should post about **only one other Art Village aspect.**

- **Maximum Four Posts a Day** – two visual art related posts, and maximum two posts about one different Art Village aspect. Remember, less is more.

- Photos: Aim for no more than one photo accompanying a status. If you decide to include more than one photo, make sure the photographs are similar both conceptually and stylistically (see Argentinian masks)
- Videos: create videos whenever possible, as they are the most popular and far reaching/most clicked posts. Take as read that whenever you have a video – put it in the status INSTEAD of a link, or a photo

### **Daily Statuses:**

#### **Monday – Fine Art Printing OR Musical Instruments**

18:00 – “Photo restored by our own in house fine art printer and photographer, Kyle of (tag) Inovart Photography. Get in touch with us for your fine art printing needs – including prints for T-shirts and mugs”.

WITH Restored old photograph of a location in Glasgow AND a line stating what the location is

OR

18:00 – “Art Village regularly hosts live musicians, and has pianos and guitars available for the general public to play for free. All welcome to come play regardless of experience or skill level!”

WITH Video of people playing (various skillsets), OR Link to external “Glasgow/Southside music scene” related content

12:00 and 20:00 – Visual Art Related Posts

#### **Tuesday – Drawn Books**

17:00 – “Interested in Graphic Novels? Visit Art Village’s very own Drawn Books!”

WITH Link to external graphic novel related content OR Comic Strip OR photo of books in stock, preferably at an interesting page, so people wonder what happens next OR photo of people reading inside store

12:00 and 20:00 – Visual Art Related Posts

### **Wednesday – Four Visual Art Related Posts**

10:00 – “Art related quote” – new one each week

WITH Photo of art work that is related, but not too literally, to the quote above AND work title, art work medium, name of artist

12:00 – See above

18:00 – See above

20:00 – See above

### **Thursday – Cinema Lautrec**

12:00 – “Support independent film! Come to Cinema Lautrec! Remember, entry is free!

Please see Notes for our current showings!”

WITH a photograph of the cinema AND/OR a film related quote OR link to external content SUCH AS articles about Scottish film industry, or independent film news

18:00 – Post about upcoming event

If no upcoming event:

18:00 and 20:00 – Visual Art Related Posts

### **Friday – Children’s Workshops**

12:00 – “This Sunday, from 12:00 till 16:00 – Insert Planned Activity! Entry five pounds.”

WITH Picture/Video of Children having fun the previous week OR external content about benefits of arts and crafts in child development

18:00 and 20:00 – Visual Art Related Posts

### **Saturday – Vintage Clothes Store**

10:00 – “Beautiful Cosmos, Art Village’s Vintage Clothes Store, now open! Come along”  
type of statement OR New Items Acquired

WITH Photo of smiling staff member/shop interior/shop exterior/merchandise etc.

14:00 – Items bought with the buyers OR link to external vintage clothing/fashion related  
content

WITH Photo/Link AND note that Beautiful Cosmos is open every Saturday

18:00 and 20:00 – Visual Art Related Posts

### **Sunday – Weekly Highlight/Event**

12:00 – highlight of upcoming week such as upcoming Event or OR highlight of past week

WITH Photos – but not too many photos! See general rules above.

18:00 and 20:00 – Visual Art Related Posts

**Final Note:** We strongly, strongly recommend that you resist the temptation to bombard the Facebook page with posts and photos advertising an upcoming event, or an event that has just occurred. There must be posts about upcoming events, but these should be done on SUNDAYS at 12:00 and THURSDAYS at 18:00.

EXCLUDING separate Facebook Event Pages shared on the main page.

Throughout the course of our internship, we put this strategy into practice and scheduled Facebook statuses – although all visual art related statuses were posted to the Facebook page by Art Village's directors.

### **Art Village Website**

## **Problems Identified with Current Website**

The most apparent and immediate problem with the Art Village website as it currently stands is that it is very outdated. It advertises gallery spaces that are no longer a part of Art Village, and many of the photographs on the page no longer accurately reflect what the cultural centre looks like today. Furthermore, highly important information such as Art Village opening hours is not immediately apparent. Another problem is that the website is not specific enough about what exactly Art Village offers. For example, the section advertising Drawn Books gives a history of the graphic novel, and praises the art form as a medium, but offers next to no information about the stock available for sale at Drawn Books, or where exactly Drawn Books is located.

Since none of us have sufficient web design experience to change the Art Village website directly, we created a document detailing the changes we recommend that a web designer put into effect, including fully updated description texts.

Below is the document we wrote and passed on to Art Village management, suggesting how the website should be restructured:

## **Suggestions for Website Restructuring**

The Side Bar –Appears on Every Page

## Art Village

### Opening Hours

Tues – Sat: 10:00 – 18:00  
Sun: 12:00 – 16:00

### Contact

Tel.: 0141 623 1680  
Email: [info@artvillagescotland.com](mailto:info@artvillagescotland.com)

Art Village Scotland  
Shawlands Shopping Centre  
104 Kilmarnock Road  
Glasgow G41 3NN

(Link to:)

[Facebook Page](#)  
[TripAdvisor Listing](#)

## Home Page

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[change opening text to:]

Art Village - Scotland's newest and most vibrant independent cultural centre.

Art | Craft | Design | Short Films | Graphic Novels | Workshops | Jewellery

[add four new photographs]

[replace text and add hyperlinks to the bolded words]



Located in the heart of Shawlands, Art Village aims to support local artists and businesses by promoting community engagement in the arts.

Art Village encompasses Scotland's largest independent contemporary **art gallery**, where the art-work on display is available for sale. We are committed to showcasing the very best hand-made work of Scottish and international contemporary artists and designers, and our galleries are always family friendly, exciting and accessible.

Art Village is also home to the graphic-novel bookstore **Drawn Books** and to **Scotland's Smallest Cinema** which specialises in showcasing the best in independent short film.

Additionally, Art Village offers a range of **arts and crafts workshops**, both for children and for adults. As a Community Interest Company, Art Village aims to revive historic High Streets that have suffered decline by running a cultural centre that will attract visitors to Shawlands.

## About Us

---

[put both Juliane and Patrick's Bios on the same page, remove need for link]

[replace text]

[add photographs]

Art Village is run by Directors and Project Coordinators Juliane Dost and Patrick Evans, as well as by a host of enthusiastic volunteers.

### **Juliane Dost**

Director and Project Co-ordinator

Bio – shorter than current bio

Link to an article by Juliane in the Village Voice?

Photo of Juliane

### **Patrick Evans**

Director and Project Co-ordinator

Bio – shorter than current bio

Photo of Patrick

Link to an article by Patrick in Village Voice

## Curators

- Paul

Curator of Cinema Lautrec

very short bio (optional photo)

- Simone

Children's Workshop Co-ordinator

very short bio (optional photo)

- Peter

Curator of Drawn Books

very short bio (optional photo)

- Gerry Thomson

Curator of design

very short bio (optional photo)

## Volunteers

- Alan McNicol

very short bio (optional photo)

- Etc.

very short bio (optional photo)

## The Galleries

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[“The Galleries section will cover the spaces available, with potential artists and funders in mind.]

[Three subsections in total – one for the “Main Gallery”, one for the “Creation Space” and one for the “(Insert Name)” unit where the book-store and the cinema are. For each new space gained in future, add a new subsection.]

[add new text and photographs for each sub-section]

> Main Gallery

The main exhibition gallery displays a carefully selected range of fine art, glass, ceramic, jewellery and sculpture from Scottish and International artists, craft-makers and designers. Up-and-coming contemporary artists, such as Jennifer Cussons and Laëtitia Guilbaud [**or more recent names**] are featured alongside renowned artists such as John Bellany and Jack Vettriano. All exhibited art and craft work is available for sale.

The Main Gallery is located inside Shawlands Arcade.

**[include new photographs]**

### > The Creation Space

As well as displaying a fine selection of paintings, the Creation Space owes its name to its main function as a large space where a number of different art, craft and design **workshops** take place on a regular basis. The workshops are aimed towards a wide range of ages and experience levels, and the Creation Space also hosts special one off events such as book signings and events for the **cinema**. There is also a piano, that all Art Village visitors are welcome to play for free.

Currently, Vintage Clothes Store 'Beautiful Cosmos' uses the Creation Space to sell its stock every Saturday.

The Creation Space is located at the front of Shawlands Arcade, between Sir John Stirling Maxwells and Nationwide.

**[include new photographs]**

### > [Unit Name for where Drawn Books and the Cinema is]

The [Unit Name] is home to Art Village's in house **Cinema Lautrec**, and to **Drawn Books**, our in house graphic novel book-store. There is also a piano, that all Art Village visitors are welcome to play for free.

The [Unit Name] is located at the front of Shawlands Arcade, between Sir John Stirling Maxwells and Nationwide.

**[include new photographs]**

## What We Do

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[remove/replace “Workshops” tab with a new “What We Do” Tab.]

[The “What We Do” section will have the following subsections: Cinema Lautrec, Drawn Books, workshops and classes, Fine Art Printing, and Exhibitions and Events.]

[add new text and photographs for each sub-section]

### > Cinema Lautrec

Scotland’s Smallest Cinema | Entry Free, Six Days a Week | Seats Two People at a Time

Art Village is proud to present Cinema Lautrec, our very own in-house cinema!

**[include new photographs]**

Cinema Lautrec is Scotland’s smallest, and therefore cosiest and most charming cinema, seating two people at a time. We specialise on screening the best short films by independent film-makers working in Scotland today. There is a play-bill but no set run-times – when you arrive, you can select any film currently on offer, and we will screen it for you. Please check our Facebook page or **Get in Touch** to see what films we are currently screening.

Cinema Lautrec is located in the **[Unit Name]** at the front of Shawlands Arcade, between Sir John Stirling Maxwells and Nationwide.

### > Drawn Books

Art Village is proud to present Drawn Books, our very own graphic novel bookshop!

**[include new photographs]**

We offer a wide range of graphic novels across several genres. We stock works from big name brands, such as Marvel, Dynamite, Dark Horse Comics and 2000AD. Our range also encompasses mangas, and we additionally feature independently produced graphic novels and zines from local artists.

From serious to silly, from graphic literature aimed at adults, to comics for children, Drawn Books caters to every taste.

Drawn Books is located in the **[Unit Name]** at the front of Shawlands Arcade, between Sir John Stirling Maxwells and Nationwide.

## >Workshops and Classes

### >> **Children's Workshops**

Art Village offers weekly art and craft workshops aimed at children of all ages.

Sundays: Session 1: 12:00 – 14:00  
Session 2: 14:00 – 16:00

Adults bringing their children are invited to stay for the duration of the session. Coffee, tea and snacks and will be provided.

Admission with adult guardian present during session: £5

Admission without adult guardian present during session: 10£

The activity varies from week to week. Recent activities have included window painting and making dream-catchers. Keep an eye out on our **Facebook page [link]** for updates about the activity coming up next.

### **[include new photographs]**

The children's workshops take place in the Creation Space, located at the front of Shawlands Arcade, between Sir John Stirling Maxwells and Nationwide.

### >> **Workshops for Adults**

Art Village regularly offers arts and crafts workshops for adults.

Upcoming workshops: **[For Juliane to feature relevant information about workshops]**

If you're interested in running a workshop at Art Village, contact us at:  
info@artvillagescotland.com

## > Fine Art Printing

Art Village, in association with Inovart Printing, is proud to feature our own in-house fine art printing facilities!

Equipped with a Canon IPF 50100 fine art printer, Art Village offers to create prints on a selection of 9 different types of paper, in various sizes. These museum quality, acid-free paper types include canvas, art paper, photographic paper and baryta.

Additionally, we offer to transfer prints onto T-Shirts, to create dishwasher-proof prints on mugs, and to produce lettering for vans and shop displays.

The Art Village fine art printing facilities can be found inside Shawlands Arcade, at the Art Village **Main Gallery** – please go in and ask for Kyle.

## Contact

If you'd like to get in touch, please call Inovart Printing at 07917355876. Inovart Printing can also be found on **Free Index**.

## Prices

These are guide prices. Fixed prices on application.

<b>Paper Type</b>	<b>Paper Weight</b>	<b>Print Size</b>	<b>Cost per Print</b>
Traditional Fibre based Baryta Digital Fine Art Inkjet Paper Black and White Prints	310g	A4	£20
Art Canvas Matte	380g	A3	£25

	340g	A2	£40
Archival Photo Matt	230g	A4	£10
	230g	A3	£15
	230g	A2	£30
Soft White Cotton Fine Art	270g	A3	£15
	270g	A2	£30
Bright White Matte	230g	A4	£10
	230g	A3	£15
	230g	A2	£20
Bright White Satin	230g	A4	£10
	230g	A3	£15
	230g	A2	£20

## > Exhibitions and Events

Art Village has hosted a variety of one-off events such as book signings, artist exhibitions and question and answer sessions with artists and film-makers such as **[insert]**. Please check our Facebook page or come and see us in the galleries to find out about our upcoming events.

[Update the “Getting in Touch” Section under “Contact” with Specific Contact Information (ie. Simone, Pete, Paul email address etc.)]

[keep the rest of the website as it is]

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## Volunteer Glasgow

Since ArtVillage is a Social Enterprise in the process of becoming a Community Interest Company, another way of making people more aware of ArtVillage was to aim our marketing at Volunteers. The organisation was lacking in Volunteers so we created a Volunteer Glasgow account with the following description:

### Volunteering Opportunities at Art Village

Art Village is Scotland's newest and most vibrant cultural centre and we are currently recruiting volunteers!

#### What we do

Located in the heart of Shawlands, Art Village is more than just Scotland's largest independent contemporary art gallery. It is also home to the graphic-novel bookstore Drawn Books and to Scotland's Smallest Cinema which specialises in showcasing the best in independent short film. Art Village also offers a range of arts and crafts workshops, both for children and for adults. We also publish prints and a community magazine: The Village Voice.

#### What we're looking for

Since Art Village operates in so many different areas, we can offer a range of varied roles and opportunities for volunteers to engage with. You can become involved in whatever aspect of Art Village appeals to you the most, be it the art galleries, the graphic novel store, the cinema, the arts and crafts workshops – or all of these areas at once! Likewise, the work you do will depend on your interests and skills. Possible positions volunteers could take up include, but are not limited to, jobs such as:

Invigilating the galleries

Hanging Exhibitions

Helping to renovate shops and transform them into art galleries

Helping to make the magazine

Supporting workshops and activities for children

Assisting customers and making sales

Communicating with artists/film-makers/writers, and handling art work

Helping maintain Art Village's social media presence



Workshop coordination

Event planning

Assisting with administrative duties

Helping the Art Village team more generally, with whatever tasks present themselves

The hours you work are flexible, so you are free to tailor your Art Village work schedule to your own requirements and needs. However, we do expect volunteers to be committed members of the Art Village team.

Art Village offers a unique chance for people who wish to become more involved with Scotland's creative and cultural sector. As a volunteer at Art Village, you will not only gain valuable work experience, you will have the opportunity to network with some of Scotland's finest and most innovative artists and creative personnel. Additionally, as our business grows, we hope to expand the Art Village team, so opportunities for a paid position at Art Village will continuously present themselves.

If you're interested, please email Art Village at [info@artvillagescotland.com](mailto:info@artvillagescotland.com), with 'Volunteering at Art Village' in the subject line, and tell us what type of work you are most interested in doing. Attaching a CV is welcome, but not strictly necessary. Alternately, find us on Facebook at

<https://www.facebook.com/artvillagescotland>

and send us a message!

## Separate Promotional Campaigns

### Press Release

As mentioned in the Introduction, Art Village was set to close a deal with Shawlands Arcade Management, that would see it expand its space to around 10 000 square feet. To advertise this expansion, we wrote a draft for a Press Release. However, because the closure of the deal was postponed, further work on the Press Release was postponed likewise.

### Launch of Cinema Lautrec

For the launch of Cinema Lautrec: Scotland's Smallest Cinema we implemented online as well as more direct promotional campaigns. On Facebook, we created a Daily Spotlight status every day for a week leading up to the launch that publicised the films being shown on the night. We were asked to give suggestion for entertainment on the night for those attending. Therefore we created small quizzes about films as well as organised a party face board to be painted of a famous movie director and actor. The night was attended by almost 100 people and was considered a success by the ArtVillage Directors. An example of one of the promotional campaigns we created for this launch are as follows:



### Opening of Vintage Clothes Store 'Beautiful Cosmos'

Using the information we gathered from the ArtVillage Facebook page insights, we discovered that the most clicked on posts were videos. Therefore we decided to promote the opening of the vintage clothes store 'Beautiful Cosmos' by making a video showing the

process of how we prepare the store every weekend:

[https://www.youtube.com/watch?v=BM8wExw\\_RL8](https://www.youtube.com/watch?v=BM8wExw_RL8)

## Suggestions for Future Promotional Campaigns

Some promotional campaigns were not able to be utilised due to lack of time and/or volunteer help. Therefore, we created a list of promotional campaigns that ArtVillage could attempt to implement in the future:

### **Plan B Books**

*Demographic: Teenagers, Collectors, other Artists, People interested in drawing/writing, children. Primary demographic: Teenagers, other Artists, People interested in drawing/writing.*

- To have a monthly/bimestrial dedication or honour to a specific artist(s) of any calibre who would take over the page and promote their work, the works that inspired them from the graphic novels and comics in the store.
- There would be a basic profile picture layout that would be redesigned by the artist.
- Artists would have free range of the page. I have my own suggestions but artists would be able to promote their own page and think up their own ideas.
- Artists would:
  - Post their strips once a week.
  - Give a video tutorial in the store showing the process they go through and the equipment they use to create their final product.
  - Post their inspirations and their favourite strips.
  - Give a video Interview for more information on the artist(s) i.e. When they started drawing, how they came up with their ideas, recommendations for Top 5 graphic novels/comics that can be bought in Plan B and reasons why.
  - Potential competition to win personalised art work/book if audience likes and shares.
- There could be months where it is honouring more established graphic novelists and comic artists.
- For this structure, admin would:
  - Submit the audience's favourite strips, influenced drawings, etc.
  - Writing information on the cartoon and the artist.
  - Offer discounts on artist's work or a chance to win a novel or comic if they like the page or share it. Perhaps competition for best drawing in honour of artist/comic/novel with the chance to win something.

*Reasons: Plan B Books already has over 1,000 likes so I think this would be good publicity for upcoming artists. It also more exposure for Plan B as the store will become more widely known by artists and their fans. Also engaging with our audience by encouraging them to*

*create their own work and support local Scottish graphic novelists would be a wonderful legacy.*

### **Scotland's Smallest Cinema**

***Demographic: Filmmakers, students, film enthusiasts, tourists, amateur filmmakers and students.***

- **Short-Term Campaign:** Online Film Festival (Scotland's Smallest Online Film Festival)
- Not sure what the theme should be but it would be a festival where people submit short films that they have created from small devices i.e their phones, handheld video camera (if people still have them), photography cameras, etc.
- Will be submitted to a Facebook page and are encouraged to get people to like the links in order to be shortlisted.
- Utilise new Curator of Short Film Paul Darroch as judge of the winner.
- Winner will receive the opportunity to have their work shown on Scotland's Smallest Cinema for a month.
- **Long-Term Campaign:** Scotland's Smallest Film Reviews.
- Short, comedic, tongue-in-cheek video reviews of latest blockbuster films by two hosts filmed in from Scotland's Smallest Cinema.
- Potentially branch to another social media: Vine.

*Reasons: Encouraging amateur filmmakers with a small budget to submit their work and getting their friends to vote and engage with the page is an excellent way to increase popularity online. Also having Scotland's Smallest Online Film Festival for Scotland's Smallest Cinema would be a wonderful legacy.*

### **Little Leonardo's**

***Demographic: Parents with young children, school and nursery teachers.***

- Online Art Competition.
- Schools/Nurseries have opportunity (online group discount) to take part in craft workshop where they are introduced to the idea of designing the online logo (display picture) of Little Leonardo's.
- They are given logo template that they are able to start in the workshop with all the equipment, which they can then finish off at home and show their parents. In order to enter the competition the parent needs to like the page in order to submit their child's work.
- 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes given with prize giving competition filmed at the Art Village and posted online to announce winner online. 1<sup>st</sup> place: Becomes new online

logo of Little Leonardo's website/Facebook page and is given recognition in Village Voice.

- Little Leonardo's Online Art Gallery
- Either drawing game software is created on website which can be saved and then submitted to an Online Kid's Art Gallery which can be viewed by parents and other children or work done at workshops is scanned or photographed and submitted into Online Art Gallery.
- The best work is chosen and wins the chance to be displayed in the actual Art Village gallery with "grown-up" work for a month and then another is chosen for the next. I hope that it is possible to have space for this in the Gallery.

*Reasons: Having a child designing the new logo would be a wonderful legacy and encouraging the children to be artists like those in the Gallery is great publicity.*

## Results and Conclusion

One of our goals upon creating our marketing strategy for Art Village was to reach a younger age group – focusing on people between the ages of 20 and 40. Before we began our internship, statistics indicated that Art Village's Facebook presence primarily reached fans between the ages of 40 and 60.

We are now pleased to announce that currently 47% of Art Village's Facebook fans are between the ages of 18 and 34, with a further 23% between the ages of 35 and 45. Thus, 70% of our Facebook fans are now below the age of 45.

In terms of an increased rate in new page likes on Facebook, we started our internship on June 1<sup>st</sup>, when Art Village had 1, 825 likes. When we finished our internship on August 1<sup>st</sup>, Art Village's likes on Facebook had reached 2,014. Thus, Art Village's popularity on Facebook increased by 189 likes in the two months of our internship. By comparison, in the two months before we began (the period of April 1<sup>st</sup> till June 1<sup>st</sup>), Art Village gained 123 new likes on Facebook. Thus, the rate of new Facebook page likes increased by 53.66% during the course of our internship.

Furthermore, Art Village is now not only “Reviewed”, but “Recommended” on TripAdvisor, rated as the 5<sup>th</sup> best Art Gallery in all of Glasgow (one place above the CCA), and the 19<sup>th</sup> best museum in all of Glasgow (also one place above the CCA).