



## About Mercury Bay Art Escape

### General information:

The Trust is administered by 7 Trustees and a part time Administrator/Curator who are committed to the year round promotion of the visual arts in Mercury Bay and the wider Coromandel Peninsula.

**Our Vision is one of professionalism, astute organisation, education, scholarships and fostering the development and promotion of member artists.** The Mercury Bay Art Escape is a year round visual arts programme incorporating this vision. This is achieved through artists open studios, exhibitions, community events and other relevant initiatives.

From small beginnings of the Mercury Bay Cultural weekend in 2006, featuring 20 Open Art Studios the event has grown to become a major attraction on the Peninsula calendar every March. The Mercury Bay Art Escape programme involves nearly 40 artists studios, a members' showcase exhibition, pop up exhibitions, Coromandel wide Art and Craft Fair, workshops for artists and a high school art scholarship programme.

Our signature event for members is the Artists Open Studios, a self-drive tour of artists' studios that takes place every year over the first two weekends in March. This popular event showcases a diverse group of established artists from a wide variety of media, including ceramics, drawing, hand forged knives, jewellery, mosaics, mixed media, painting, photography, print, sculpture, weaving and wood carving. Visitors appreciate the opportunity to see the diverse range of media, meet local artists in their studio setting, purchase from the source and learn about the creative process. With our world renowned natural tourist attractions, stunning beaches, unique cafes, breweries, wineries and shops, friendly locals and an art rich community, Mercury Bay is an ideal location for tourists to visit.

### Mercury Bay Art Escape programme:

#### Long Lunch

January (held bieniannally, next event will be in 2019)

A preemier fundraiser that combines fine dining and art auctions.

Venue: Mercury Bay Estate

#### Mercury Bay Art Escape Artists' Open Studios

The first two weekends in March

#### Artists Open Studios Gala Opening and Opening of the Showcase Exhibition

First Friday in March

Venue: Hot Waves Café, Hot Water Beach

#### Member's Showcase Exhibition

First weekend in March to till Easter Monday April

Venue: Hot Waves Café, Hot Water Beach

An annual exhibitor that showcases one artwork by each the Mercury Bay Art Escape artists and art groups.

### **Coromandel Peninsula Art and Craft Fair**

Mid July

Venue: Whitianga Town Hall, 24 Monk Street, Whitianga

This annual Fair showcases quality handmade Arts and Crafts from artisans and artists of the Coromandel Peninsula.

### **High School Art Scholarship Programme**

The scholarship programme will assist the recipients with their personal creative development; build their confidence and give them a new insight into skills developed and practised by professional artists who are involved with the Art Escape.

### **Workshops for Coromandel Artists**

Mercury Bay Art Escape Trust (MBAET) offer workshops to help develop and support artists in the Coromandel region.

### **The Trust**

To cater for the growth in artists, increasing visitor numbers and a growing reputation, the Mercury Bay Art Escape Trust (MBAET) was formed in 2011.

The Trust is a registered Charity and relies on financial support from our supporters, sponsors and third party grants. In addition we are recognised by Inland Revenue as a donee organisation thus donations of \$5 or more are eligible for a tax credit. Regular meetings are held, governance is strong and the Trust is in a sound financial position. In keeping with the Mission Statement the Trust strives to produce and support arts initiatives that benefit the wider community.

The MBAET Trustees work continuously on fundraising to support their members and visual art programmes for the community and wider public.

### **The Coromandel Arts and Creative Industries Strategy**

The Trust has been instrumental in the development and recent adoption of the Arts and Creative Industries Strategy for the Thames Coromandel District Council area and will be playing an active part in its implementation. The strategy will benefit and support all artists, develop new opportunities for the arts and increase the contribution from arts to the peninsula's economic development. The Trust supports this strategy and will work constructively to implement the goals set out by the Coromandel Arts and Creative Industries Strategy Advisory Board. MBAET Trustee Jane Parson has been appointed to the Creative Coromandel Advisory Board.

Part of our Vision is to develop a Mercury Bay Arts Information source based in Whitianga, and a Peninsula wide art trail. This has moved a step closer following the TCDC's adoption of the Arts and Creative Industries Strategy.

### **The Guide**

The new format Guide introduced last year was a huge success. It is a free publication, we printed 8,000 and they were distributed throughout the Coromandel Peninsula at galleries, i-sites, libraries and retail outlets and at selected art related businesses and galleries in Auckland, Waikato and Bay of Plenty. The Guide is also downloadable from our mobile friendly website. The Guide can be used year round and for the Open Studio. It will be available for distribution from December so the summer holiday visitors will be able to pick up a copy.

### **Website**

The new, mobile friendly, website has seen a big increase in users with almost double the number of site and page views than the old format. Thanks to funding from Pub Charity for our new website. Art Escape member artists keep the Administrator informed so she is able to easily and quickly change a member's page content on the MBAET website (such as new artworks) and all other information on our activities is kept current. [www.mercurybay-artescape.com](http://www.mercurybay-artescape.com)

### **Social Media**

Our Facebook and Instagram pages regularly showcases the talented artists who are part of the Mercury Bay Art Escape and what is happening on the art scene around the Coromandel Peninsula plus other art related news.

See [www.facebook.com/mercurybayartescape](https://www.facebook.com/mercurybayartescape) and [www.instagram.com/mercurybayartescape/](https://www.instagram.com/mercurybayartescape/)

### **Any queries - please contact**

If you have any queries please do not hesitate to contact:

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