

Review of the Odiham Art Group Annual Exhibition 2019

What a wonderful, happy and excellent Exhibition with surely the greatest footfall for many years – perhaps ever? We sold 28 paintings and 8 folios – more than any year since current records began in 2012 and for a greater value than the last two years combined. We also sold more tea and cakes than the combination of the last two years, another important revenue stream for the group. The change of date, the refurbished hall, new display stands and the use of Hampshire Open Studios obviously worked and we plan to continue in a similar vein next year.

As you know we opened for three days and, whilst the Monday was probably quieter than the weekend, we sold five paintings that day. The Monday opening seemed well received by visitors, many of whom came clutching the HOS catalogue.

Inevitably there were things that need ‘tweaking’ – fear not, the catalogue will have larger print AND the reserve paintings listed next year! The reserve paintings were welcome and all were hung by the end of the second day. We will continue to sell ‘off the wall’ but next year we intend to ask any purchasers of paintings that win Awards of Merit at the Private View if they would mind leaving those paintings in situ for the duration of the exhibition, so all visitors have a chance to view them.

John Kynoch, our treasurer, has done an excellent analysis of sales by price. Not only did we sell a lot more paintings but the average price was dramatically up on previous years; £222 compared to £151 (the average of the last two years). The most popular price range was unsurprisingly £85 - £99 where we sold 10 works (including two folios) out of 41 presented (24% in this price range). However, it is very interesting that sales held up well across all price ranges and the results were as follows:

£100 - £199	76 presented	10 sold	13%
£200 - £349	37 presented	5 sold	14%
Above £350	31 presented	5 sold	16%

Also, of 48 Folios presented priced from £35 - £65, we sold 8 (17%). Whilst fewer members put in cards for sale this year (21, as against 24 in 2018 and 25 in 2017) we sold far more; 236 vs 117/123.

Congratulations should go to the Award of Merit winners, namely David Cotton for ‘Ghost Mine’, Sergio Kendall for ‘Peregrination’ and Jayne Perkins for ‘Honister Pass’. David also won the public vote for Best in Show with his large painting ‘Peaceful Morning’ and runner-up was Karen Davison with ‘That Monday Feeling’. Well done to you all!

After all that good news, now that the dust has settled and all costs have been accounted for it is a shame to note that the OAG made a small loss of £191 on the event. The major reasons were new costs of £400 for our entry into Hampshire Open Studios, £250 for the hire of the new screens and additional hall hire costs for the Monday. We intend to only take a half page entry into next year’s HOS catalogue which will save over £100 and the committee are looking at other options to make the exhibition profitable for the group as a whole. However, it is an excellent starting point for our revitalised exhibition and everyone who took part in it and helped during the event should be proud of their contribution.