

# theartyard



[www.mfaa.co.uk](http://www.mfaa.co.uk)

## About Hiring The Art Yard Gallery & Studios

The Art Yard (TAY) is a community art hub in part of the historic mining, chain making and metal-bashing region to the south of the Black Country.

### Location

TAY enjoys a prominent position on the A4100, Reddal Hill Road, adjoining Cradley Heath and Old Hill with on-street car parking.

Cradley Heath Train and Bus Interchange is a short walk away. There are frequent train services linking to Birmingham, Coventry, Kidderminster, Worcester, Wolverhampton and Metro Interchange at Galton Bridge. Several connecting bus services stop at the bus stop just a few feet from TAY, providing services to Black Heath, Dudley, Halesowen, Walsall, West Bromwich and other shopping centres.

A number of establishments in close proximity offer a variety of refreshments.

### What do we offer?

The ground floor includes three linked multipurpose galleries, studios and media rooms for showcasing arts and crafts. All work is considered for display.

The front and centre spaces and walls can be hired separately, in combinations or jointly for larger exhibitions/events (view Midland Film And Art website or contact us for details).

We are open five days a week and manned by volunteer professional artists, film producers, craft workers and supporters who are on hand to welcome visitors, process sales and deal with enquiries.

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## More about the internal spaces

The front window displays onto Reddal Hill Road and provides plenty of natural light into the front gallery.

The central gallery has dimmable LED lighting to facilitate art studio working and converts to a micro cinema with 5:1 surround sound.

The rear gallery has an overhead rooflight window that allows the ingress of natural sunlight no matter the weather, and is an ideal space for photography, and portraiture.

All galleries are suited for the display of three-dimensional work, such as ceramics and sculptures.

## Marketing Support

All exhibitions held at TAY receive the following marketing support as part of exhibiting, subject to the timely supply of marketing information:

- ★ Inclusion on TAY pages of the MFAA website;
- ★ Eflyer sent to the TAY's mailing list;
- ★ Advertising opportunities in our mailings;
- ★ Inclusion in TAY's social media promotions, such as Facebook, Instagram and YouTube channel;
- ★ TAY's audiovisual digital displays;

To enable The Art Yard to best support you, users should ensure all marketing information and promotional material is received by us a minimum of 48 hours in advance of the exhibition opening, preferably sooner.





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## Contact:

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## Make your exhibition a success by spreading the word!

- Invite your friends and contacts to meet you at The Art Yard to look around the exhibition.
- Promote your own work!
- Like and share our Facebook posts, follow our Instagram images and subscribe to our You Tube channel.
- Collect and distribute copies of the TAY exhibition and events poster.

