

2. Guide to setting up your studio

Creating a welcoming, safe, and professional environment will enhance the visitor experience – and help turn interest into sales.

Create an Inviting Space

- Ensure there is enough room to walk around freely
- Allow space for viewers to step back from larger works
- Avoid bottlenecks in doorways or narrow areas
- Pack away unnecessary clutter
- Remove trip hazards such as loose cords or uneven rugs
- Close off private areas and clearly mark them 'No Entry'

Signage & Presentation

- Put out street roster signage
- Display main sign and flags clearly
- Ensure studio is easy to locate
- Mark parking areas clearly
- Inform neighbours in advance
- Open and close at advertised times

Refreshments and Amenities

- No payment for refreshments is permitted
- Gold coin donation option (if supporting a charity)
- Provide cold water
- Clearly display toilet location (if available)
- If not available, know where the nearest public facilities are. They are indicated on the brochure map.

Payment Ready

- Mobile card reader set up (Square/PayPal/Stripe)
- Accept digital wallets (Apple Pay/Google Pay)
- Cash box with float (small notes & coins)
- Receipts available

Support Team

- Assign greeters, sales assistants, wrapping station, and technical support.

Final Walkthrough

- Entrance welcoming and clear
- Work is well lit and easy to view
- Prices clearly displayed
- Business cards/brochures available
- Studio feels safe, clean, and professional

