

SAT+ SUN

URBAN ART 2013

Artist's Questionnaire for 13th & 14th July 2013

AVERAGE SALES:

167 Artists selling on average **£248.72** per artist (total sales over the weekend £41,536.00).

Most expensive piece sold was **£1,150.00** and the most expensive piece on sale was **£4,500.00**

Artist with: No sales **29%** £1 to £199 **32%** £200 to £500 **22%** Over £500 **17%**

ARTISTS' OPINION OF THE EVENT:

	BAD %	MODERATE %	GOOD %
Booking process before the event	3	21	76
Publicity of the event	4	30	66
Pitch fee	2	26	72
10% commission fee	6	29	65
Organisation during the day	0	12	88
Toilet facilities	9	40	51
Food facilities	3	29	68
Your sales	48	31	21
New Street Art Area	1	18	81

GENERAL QUESTIONS:

How many other events do you exhibit during the year? None **24%** 1 - 10 **68%** over 10 **8%**
Would you exhibit at Urban Art again? Yes **75%** No **2%** Maybe **23%**

ARTISTS ARE FROM:

Lambeth postcodes **47%** Elsewhere in London **24%** Outside London **29%**

Visitor's Questionnaire estimated visitor numbers over the weekend 8,000

How would you rate the quality of work on show? Excellent **56%** Good **41%** Average **3%** Poor **0%**
How would you rate the food areas? Did not visit **53%** Good **38%** Average **9%** Poor **0%**
How would you rate the Street Art area? Did not visit **11%** Good **85%** Average **4%** Poor **0%**
How did you hear about Urban Art 2013? Friend **26%** Poster **16%** Leaflet **14%** Local resident **12%**
Past Visitor **8%** Exhibitor **8%** Facebook **5%** Lambeth Weekender **2%** Other Web **2%**
Local web **2%** Twitter **2%** Time Out **1%** Sponsor **1%** Time & Leisure **1%**

Money Raised

Saturday Charity Partners: Josephine Avenue Group **£1,030.04** Jubilee Primary School **£1,030.04**

Sunday Charity Partners: Holy Trinity School **£1,046.76** Southside Rehabilitation Project **£1,046.76**