

Experience



Art. Live.

## PAINT OUT – the 21<sup>st</sup> century outdoor extreme art event

### Paint Out Press and other Media copy

- **Press copy** of competition announcements, special event features – such as taking to canoes to paint from the river or gathering 100 artists on an historic heath together, and winners with photos of their art and cheque presentation (using extra-large branded & personalised presentation cheques).
- We regularly appear in **Archant** media titles including the **EDP/NEN** (circulation 50k) and **Norfolk Magazine** (readership 34k), have been mentioned in **The Times** arts diary, and been featured on **That's TV/Mustard TV** (viewers 122k/m), **Future Radio** (listeners 42k/m) and **BBC Radio Norfolk** (listeners 176k/wk).  
<http://www.paintoutnorwich.org/press/#PressCoverage>
- Experienced professional **publicity team** with a track record in search engine & social media marketing optimisation and an eye for original and publicity worthy media calls.
- Experienced **copywriting** and **proofreading**, on-team **writers** and **photojournalists**, artists, **graphic designers** and **brand integrity** consultants.
- **Film and video** production - over two-dozen videos and short films recorded to date by ourselves and others including **BBC Voices**, **City College Norwich Media Production Company**, [Giacomo Gex](#), **Teale Photography & Film**, **Mustard TV (2016)**, **That's TV**



(2017), [Norfolk Now](#) and [Tin Can Island TV](#).

### Eastern Daily Press



#### Riverside views inspire Paint Out Norwich artists

14:51 17 October 2016 Emma Knights



Artist Robbie Murdoch at work at Cow lower during the Norwich Paint Out.  
Picture: DENISE BRADLEY

Beautiful views along the River Wensum are among those inspiring artists competing in this year's Paint Out Norwich event.

## ARTS & ABOUT

{EMMA LEE'S GUIDE TO WHAT'S ON AROUND TOWN }



### Norwich on canvas

From October 16-18 dozens of artists will be setting up their easels on the city's streets as Paint Out Norwich returns as part of the Hostry Festival at Norwich Cathedral. The event's co-founder, artist James Colman, tells us more...

**Tell us about Paint Out Norwich...**  
It's now in its third year and it's a timed competition where artists go out and about around the city and create pieces of work, which will go on display at the Hostry at Norwich Cathedral. It's wonderful to be able to do an event like this. Because of the size of the city everybody can take on a different space, both modern and medieval, and all within a 10 minute walk of each other. There aren't many cities in the UK where you can do that.

**Can the public take part?**  
Yes, we are having a Public Paint Out in Tombland on October 16. Last year artists came from Leeds and Kent to take part. It's fun and it's educational and we would like to see kids taking part too.

**Is there anything new for this year?**  
We've got a new freestyle event – this competition is for artists producing large scale works without the time constraints. Our Nocturne event returns for the second time this year. The artists will go out and paint as nightfall comes and

we'll get a completely different set of paintings to those in the daytime. I have to say Norwich is particularly attractive at night, particularly in Tombland and the Lanes.

**And we hear some of the artists will be taking to the water...**  
Yes. There are many aspects of Norwich that remain hidden, so we're going to put some artists on the river in canoes.

**Where are your favourite locations to paint around the city?**  
Norwich is full of fantastic opportunities for painters. I personally love the medieval parts of Tombland and all around the cathedral. I also love the

market. I'm still discovering things that leave me gobsmacked – I'll see a beautiful door, window frame or a piece of wrought iron. I've not really explored the river and I'm hoping the canoes will tease out new possibilities.

**What do you like about painting on plain air?**  
Being able to create something successful out of doors, particularly in the urban environment, is not easy. When you're painting en plein air there are many things going on around you that are going to throw you out of kilter and I enjoy the challenge of being able to master it.

This year Paint Out is partnering with Arterika Arts Foundation and North on Five Bridge Street to provide a hub from where workshops and seminars will kick start the Paint Out Norwich programme on October 15. There will be a mass public art event in Tombland on October 16 with workshops on show at Arterika. The competition will take place on October 17 and 18 when you can watch the competitors creating work around the city. A gala preview, prize giving and auction will take place at the Hostry on October 18 and the Paint Out Norwich exhibition runs until October 20. For more information visit [www.paintoutnorwich.org](http://www.paintoutnorwich.org) this Paint Out Norwich on Facebook and follow @PaintOutNorwich on Twitter. For more about all the events taking place at the Hostry Festival this month visit the website of [www.hostryfestival.org](http://www.hostryfestival.org)

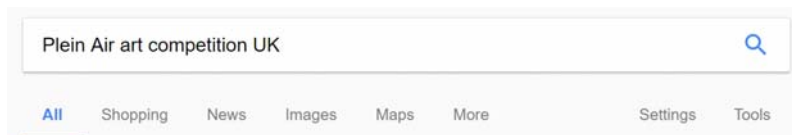
## Paint Out Print, Banners, Branded Merchandise

- Our design team make sure that every event is visibly signposted with branded materials including banners, café-style barriers, clothing, flags, maps, posters, tents, even on a double-decker bus etc.



## Paint Out Web and Social Media Metrics

- Dedicated web and social media channels for **each location** and/or **event** allowing cross-posting and reposting opportunities
- Exposure on a 100,000 views successful **web site**, up to 1,000/day during competition events
- Reaching 7,000+ social media followers
  - Typical post impression on **Facebook** 2000-4000 (best 8000+ with dozens of shares), c.10% engagement
  - **Twitter** impressions 30-90,000 during competition month and top tweet 6,000 impressions.
  - **Instagram, LinkedIn, Pinterest, Google+, YouTube** presence also
- **Search Engine Optimised (SEO)** write-ups, links, and promotion of sponsors' brands and website on a site consistently ranked ahead of its competitors.
  - Of 2 million results for "**Plein Air art competition**" on **Google** worldwide, **Paint Out Norwich** comes #2. Plein Air Salon by *Plein Air Magazine*, comes #1 with \$31,500 prize money and has been going twice as long.



About 1,320,000 results (0.56 seconds)

### Paint Out | Plein Air Art Competition

[www.paintoutnorwich.org/](http://www.paintoutnorwich.org/)

Paint Out UK is Norfolk's premier juried entry plein air art (painting & other media) competition at medieval Norwich venues during October's Hostry Festival.

### Paint Out: Plein Air Art Competition, Norfolk & Norwich, UK

[paintout.org/](http://paintout.org/)

Paint Out UK is Norfolk's premier juried entry plein air art (painting & other media) competition in medieval Norwich (October) & Wells-next-the-Sea (Sept)

**Paint Out Norwich** comes #1 and **Paint Out** comes #3, either side of *Art In The Open - Ireland's Plein Air Painting Festival*, then at #4 the *Windsor & Eton En Plein Air* which began in 2013.

- Of 17 million results worldwide for "**Plein Air art UK**", **Paint Out Norwich** comes #9 on the first page of Google after the *Tate* at #2.
- Of 3/4 million results worldwide for "**Plein Air Painting**", **Paint Out Norwich** comes #1, **Paint Out** comes #5, and our Facebook page #7.
- Of 3.5 million results worldwide for "**outdoor art competition**", **Paint Out Norwich** comes #6 after companies like Cass Art.
- We typically come on the first page of Google when searching for artist's names, often #2 straight after their own website. *E.g.*, artist Michael Richardson, Richard Bond, or even #1, John Behm.

- Of 1.3 million results within the UK, **Paint Out Norwich** comes #1 and **Paint Out** comes #2, ahead of *A Brush with the Broads* and *Pintar Rapido London*.
- Of 3.3 million results for "**Outdoor art competition**" on **Google** worldwide, **Paint Out Norwich** comes #2, the first entry is an unrelated digital event.
- Of 4.8 million results worldwide for "**Open Air art competition**",