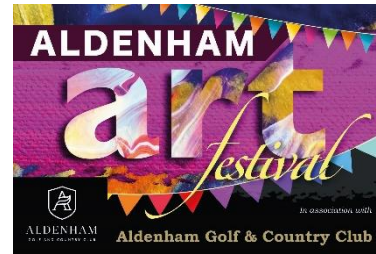


Aldenham Art Festival 2023

Two weekends of fabulous art!



The Aldenham Art Festival was back bigger and better than ever for its 5th event with over 85 artists from a wide area of Herts, Bucks, Beds and North London displaying over 500 artworks. It was a huge selection with prices from £15 - £2500 in all styles catered for all tastes.



Probably the biggest Art Exhibition in the area set in the stunning environment of Aldenham Church, a 12th century architectural masterpiece which beautifully complemented the art.

Preview night was a delight with the church packed with people welcomed by the bells ringing and wonderful live music by Adrienne Freeman and friends. Aldenham Golf Club made sure we were well 'watered' and fed and Councillors Helen Jones and Caroline Clapper officially opened the show for us.



A visit from Oliver Dowden, Deputy PM and MP for Hertsmere made for a memorable Friday morning when he delighted in tucking into the tea and cake on offer and enjoying the view from the tower.

Live music from Eugenia Russell and her husband on keyboards and cello and from Laurie Kaye and his friend on saxophones made a delight on other days!

Support from the Golf Club in promoting the event and the huge number of volunteers made a true success of the event. Special mention of Jill who was there every day and has the unenviable job of sorting out the money and payments; Rosemary, Pat Bromley and all the helpers who provided the endless stream of cakes and refreshments and all the volunteers who helped out so willingly to make this event amazing – a BIG thank you to you all!

The display of art was truly exceptional and showed the wealth of talent that abounds. There was such a wide variety of work and some truly exceptional pieces to be had. This was proved in the sales which were way above expectations and anything achieved in previous years.

Now for some facts and figures:

Here is a chart showing the sales by day and the total:

Date Sold	Hanging		Unframed		Total	
	Qty	Value £	Qty	Value £	Qty	Value £
Thurs 7th	3	£ 585	3	£ 180	6	£ 765
Fri 8th	9	£ 1,078	5	£ 305	14	£ 1,383
Sat 9th	15	£ 2,495	30	£ 1,815	45	£ 4,310
Sun 10th	6	£ 1,185	13	£ 745	19	£ 1,930
Fri 15th	0	£ -	0	£ -	0	£ -
Sat 16th	5	£ 680	10	£ 397	15	£ 1,077
Sun 17th	8	£ 940	13	£ 734	21	£ 1,674
Total	46	£ 6,963	74	£ 4,176	120	£ 11,139

Some more info:

- Total pictures sold was 22% of all those entered and 14% of the total value.
- Highest price paid was £495, lowest £15.
- The average price for the hanging pictures was £151 and for the unframed £56.
- The artists paid £6 fee for each of the hanging pictures and £2 for each of the browsers plus 25% commission on each sale.
- There were also some donations taken in lieu of the advertising in the Programme.
- Over £1,500 was taken in donations at the door and over £500 for refreshments.
- We estimate that around 500/600 people visited the exhibition.
- The weather was amazing apart from a heavy shower at the end of the last day.

The profits will go to help maintain the beautiful building that hosts the event, in particular to support the installation of the new heating system that will help to preserve it for the future. This was a truly great result, not only financially but also in many other ways. I think all those that came either to visit or to help enjoyed the spirit that went with the great art and wonderful surroundings, going away with either something they loved to go on the wall or some good memories of Aldenham, the church and the Art!

Ken.

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