



www.onshow.org.uk

We take full advantage of the opportunities afforded by a strong web presence – utilising: video clips; hyperlinking to close-up details so work can be appreciated as fully as possible outside the gallery; we have a virtual gallery which groups sets together and allows even no longer available work to still be seen – giving an insight into our creative process and history; we have the facility – at the click of a button – to translate the entire site into any of thirteen different languages – making us truly worldwide accessible. We aim to be transparent and honest. Being interested in developing a growing audience we monitor unique rather than simply number of hits. This helps us gauge the effectiveness of our marketing. We are usually very highly placed – sometimes commanding both first and second slot in the Google rankings. The site is managed in-house and is very regularly updated and constantly evolving.

We have a Facebook presence which can be found here <http://www.facebook.com/pages/ONSHOW/126077994097901> and we also take advantage of Twitter to generate interest in our shows.

We also fully utilise all Local, National, International and Worldwide online what's on guides for the Arts. Icons with links to all the resources we have tapped into for marketing purposes can be seen here http://onshow.org.uk/with_thanks_to.html

We like to keep a record of press cuttings, as comprehensively as we are able, for all to see – this is starting to form an interesting story. These articles can be seen here http://onshow.org.uk/press_cuttings.html We are always appreciative of, and open to, any Press coverage – it is flattering to be recognised as having something of interest to offer. We do try to contact all newspapers / magazines, but any we have overlooked are very welcome to contact us via... onshow@uwclub.net

We use the internet as a resource to encourage and access an audience in a face-to-face gallery environment for our work. We do not see it as an alternative platform but rather as a cost-effective facility to advertise and encourage personal engagement. It is the person standing in front of our work that we seek.

a collaborative exhibition