

Audience Engagement

## **Audience Engagement Plan- August 2025**

### **Graphic Studio Dublin**

Founded in 1960, Graphic Studio Dublin has been an integral part of the Irish visual arts landscape for over 60 years. The story of Graphic Studio Dublin takes this institution from its origins in a small basement in Upper Mount Street with just an etching and a lithography press, to Green St. East in the Docklands to its current splendid and well-equipped studio in Distillery Court on the North Circular Road and Graphic Studio Gallery in Temple Bar. Graphic Studio Dublin is a not-for-profit organisation.

Our studio is a home to over 90 artists, at all stages of their career, making the highest quality original fine-art prints in intaglio, relief and planographic media and expanding into more contemporary print media. Within our Visiting Artists Programme, hundreds of prints have been made by Irish and international artists. These are typically not printmakers but work with Master Printers in the Studio and include Tony O'Malley, Gwen O' Dowd, Cian McLoughlin & Mark Francis. The studio is well-equipped, caters to a diverse and creative group of artists, with technical, practical and professional development support provided by experienced staff members. The Studio community provides peer and collegial support to artists at work. Our Education Programme caters to over 150 participants annually through weekend and evening courses, artists' talks, demonstrations and Open Studio Visits. Commissions, funded residencies and other collaborations are important to us.

Graphic Studio Gallery, based in Temple Bar since 1988 exhibits and is the only Irish gallery to sell fine-art prints only, with a stock of thousands, which are viewable through exhibition, browsers and online. With a diverse exhibition programme of 8 annual exhibitions, the gallery offers an additional opportunity for engagement with those who wish to view, learn and buy print, including a network of corporate clients. Through the sale of Visiting Artist stock and Studio portfolios, it helps to resource the organisation, while being generally self-funded through sales.

Graphic Studio Dublin exists to enhance people's cultural experience by fostering, sharing and presenting creative excellence through printmaking. This reflects the principles of the Arts Council's Making Great Art Work 2016-2025 to allow the public to enjoy high quality arts experiences.

## Audience Engagement

### Our Audience

As an arts organisation, we make and enable others to make excellent art and engage with a diverse audience among the makers, the viewers and the buyers. We believe that the greater the range of diversity amongst our audience, the more significant the benefits are to us all. Within our EDI policy, we promote awareness of these values- to potential audiences, the artistic community, and all cultures that make up Ireland today.

We strive to promote best practice in how we reach and engage with all communities to make and show our art; we make a range opportunity available to everyone and that we continue to allow our audience development feed our programming, our resources, services and facilities and our exhibition and sale of artists' work.

We have, through our research group and consultation with our connected audiences, established our stakeholders who include artists, students, collaborators, buyers and the general public. Across the organisation, we commit to engaging with people who engage with us, understanding their interest in us and establishing long-term relationships, breaking down any barriers on the way.

We will on an ongoing basis identify, review, measure and evaluate each segment of our audience and look to improve our relationship. These segments are identified below:

#### Artists Members:

Over 90 artists, from recent graduates to members of over 40 years. Membership paid.

- Objective: To provide studio, technical, support, professional development, residency, paid employment, curating, exhibition and sales opportunities within our gallery and beyond. To proactively encourage and support diverse and inclusive membership.
- Evaluation: Invite feedback and survey, regular meeting and advocacy on their behalf.

#### Visiting, Residency and Gallery Artists:

Those invited to the organisation to make or sell art. Participatory.

- Objective: To provide studio, guidance from a Master Printer, studio collegial support, technical, marketing and PR support; promotion, exhibition and sales opportunities, promote printmaking as an artform. Invite and welcome participants from diverse backgrounds.
- Evaluation: Invite feedback, monitor success of projects and sales figures.

## Audience Engagement

### **Education Course Participants:**

Students and Members who participate in our annual programme of course. Paid, supported, participatory activity.

- Objective: To provide high quality taught programme in printmaking, promote printmaking as an artform, develop pathways to membership and professionalism. Encourage and source participants from diverse backgrounds and offer assisted or financial support. Extend participation to be viewers, buyers or friends.
- Evaluation: Course feedback, feedback from tutors, develop and engage with a mailing list

### **Collaborators- Networks, Public Funders and National Institutions:**

Develop links and opportunities and collaborations with arts organisations, e.g., County Council projects, PNI; Arts organisations; Paid, Participatory; Free.

- Objective: To provide opportunities for supported print, exhibition, residencies and skill sharing, promote printmaking as an artform, advocate for Visual Arts.
- Evaluation: Feedback, renewed support, regular meetings, development of networks.

### **Corporate and Social Partnerships:**

Paid commissions or purchase of art for distribution. Sponsorship, collaboration or CSR project with a social agenda. Paid or supported.

- Objective: To make high quality artwork or provide opportunities for artists to do so; to offer paid commissions and supported sales to artists; to allow for the sale or distribution of excellent printmaking to new public audiences; to promote printmaking as an artform.
- Evaluation: Feedback from clients and those gifted, response to accompanying video, recurring commissions, sales and funds raised.

### **Open Studios, Talks & Demonstrations:**

Access for open or invited groups to attend talks/ demos/ Meet the artist in the Studio, Gallery or online, eg: Culture Night; Artist beyond the Studio Talks. Paid or free. Participatory activity.

- Objective: To promote printmaking as an artform, develop interest and knowledge to encourage further engagement; pay the presenters; promote individual artists; long term digital presentation
- Evaluation: Numbers attending; Developed mailing lists, recurring attendance.

### **Third Level Colleges:**

Graduate & post Grad Awards to Arts Students; Reduced rate Grad membership; Training Programmes/ Internships. Tours and information sessions for College groups, eg: NCAD, TUD, IADT, TCD Free/ paid/ supported.

- Objective: To provide career opportunities for graduates; to support graduates by providing studio, technical, learning support and exhibition opportunities as members; promote printmaking as an artform.
- Evaluation: long term career established; full membership offered.

## Audience Engagement

### Targeted Youth/ School Projects:

Dual Career talks & Printmaking skill support for TY/ 5<sup>th</sup>/ 6<sup>th</sup> year students. Free/ supported.

- Objective: To provide arts career advice to local school children; to provide taught printmaking course to portfolio applicants; paid employment for artists. Schools within our local Dublin 1/ 3 are targeted to give general talks or recommend appropriate students.
- To partner with other Arts organisations to provide cross-media projects.
- Evaluation: Feedback from students, schools and partners. Recurring funding or project.

### Targeted Groups within our EDI Policy:

Inclusive access to groups with reference to membership, courses, and participatory activities.

- Objective: To actively search for groups and individuals who would benefit from engaging with GSD, through membership (assisted access provided); courses (financial, physical, social support given); exhibition and sales (access in person and online); Artists Talks and demonstrations- presented and uploaded online to give access to all; improved accessibility on website.
- To provide access and appropriate facilities to those artists who may have difficulties making art due to physical limitations and support them through our education, access and peer programmes.
- Evaluation: Feedback, regular review and monitoring, surveys and dedicated research to engaging with appropriate groups.

### Friends of Graphic Studio Dublin:

Supporters of GSD and Print who join our Friends Programme over three payment levels. Paid.

- Objective: To provide high quality interaction with a dedicated group of GSD supporters; provide social engagement, artists talks and walkabouts, demonstrations, behind the scenes events; offer annual unique Friends print each year.
- Evaluation: Build our group of Friends, engage through events and mailing lists.

### International Connections:

An international audience who work as artists with us, buy art, attend online talks, engage at International Print Fairs and Exhibitions; international Print Networks; engage online through our website and social media.

- Objective: To present GSD and our artform to an accessible international audience, to view in person, online and on social media, provide a connected efficient service to buyers; provide online talks accessible to international audiences, to connect with other Print Studios and networks, to set up residencies for members.
- To partner and engage with international print studios through residencies, exhibition and masterclass exchanges.
- Evaluation: Increased monitored activity online, logged attendances at events, mailing lists to notify for events, feedback and response at exhibition, feedback from residencies.

## Audience Engagement

### Digital/ Online Audiences:

An online audience who engage with our website, to view and buy work, to sign up for courses, to search for information on residencies, membership and on our company; audiences who engage with us through social media. Free.

- Objective: To provide easy ways to view artists work through exhibition and personal artists pages; to promote printmaking as an artform; to provide an efficient way to source and book education courses, to promote art and events through social media, to promote printmaking through practical information, to provide transparent delivery of governance information on GSD; pro-actively reviewing ways and systems to improve presentations for those with disabilities.
- Evaluation: Analytics and online monitoring of website and social media, to compare statistics and reasons for engagement, to follow up to encourage further engagement.

### Exhibition/ Gallery Audiences:

Up to 8 exhibitions held in Graphic Studio Gallery and online annually, presenting a diverse range of print, by artists from recent graduates to the most established figures in contemporary Irish art; focused on members and VA work, to have a mix of commercial and artistic focus, supporting artists; studio exhibitions often held offsite, supporting members, or as fundraisers.

- Objective: To provide high quality taught programme in printmaking, promote printmaking as an artform, present a range of work to represent artists and those with an interest in print, encourage artists and curators to explore and experiment with work.
- Evaluation: Attendance at and response to exhibitions, sales for relevant exhibitions, artist involvement and engagement, online engagement.

### Volunteers:

Members contributing to the studio ethos by volunteering as Board members, to take part in demonstrations or talks through Open Studio, preparing for installation and invigilating at members groups shows. This does not replace paid opportunities to present.

- Objective: To encourage involvement and promotion of printmaking, the organisation and the artists, with the support of those we represent, the membership.
- Evaluation: Response and involvement with requests for volunteers for specific events.

## Audience Engagement

### **Living Archive Audiences / National Print Archive:**

To provide access to over 60 years of a unique Irish Print Archive, which continues to be recorded and made available for research, public access and exhibition. Continue to amass art, record and present talks, online exhibition and events for current and future access, digitally and in person. Free.

To develop and extend this Archive to include Studios in Print Network Ireland and beyond.

- Objective: To raise funding to present the archive digitally and, where appropriate, in person; to complete the presentation of the archive for viewing. Consider the development of a national print archive incorporating other studio archives and printmakers
- Evaluation: Monitor the presentation of the archive on a database; continue to produce work and present contemporary work on YouTube, website and social media, and monitor feedback and engagements.

### **Print Network Ireland:**

To engage formally with Black Church Print Studio, Cork Printmakers and Limerick Printmakers through Print Network Ireland, established in 2023 with Arts Council Funding.

- Objective: To formally connect professional print studios under a single identity to become the voice for professional printmakers and artists using print in Ireland. This includes policy and strategic reviews, advocacy for the artform, members activities and interacting with the wider printmaking world.
- Evaluation: To monitor and report on activities through review, surveys and member feedback

## Audience Engagement

### Audience Engagement Plan 2025

Graphic Studio Dublin, in line with Arts Council guidelines plan to:

**Promote and develop good practice in audience development and public engagement,** by reviewing, monitoring results and by providing resources, services, support, guidance, advocacy and training to artists and those making work or arts experiences. This will respond to the targeted audience.

**Create opportunities for increased engagement in the arts by particular communities,** by promoting awareness of our organisation and making connections with diverse artistic and other communities and public audiences and providing up-to-date, accessible facilities, removing barriers to meaningful engagement, and avoiding reinforcement of inequalities.

**Determining our audience for each relevant group,** through analytics by location, and interest groups.

**Increasing the awareness of Graphic Studio Dublin as the largest and best source of original fine-art print by printmakers in Ireland** by reviewing and improving our online presence, promotion through social media and PR, contributing to conferences, touring exhibitions and collaborating with other arts organisations.

**Promoting the artform of Printmaking as a valuable contribution to contemporary Visual Arts in Ireland,** by visual explanation of the process of printmaking, in person and online; by involvement with other Visual Arts organisations and Print Studios through networks

**Setting Audience Targets,** with regular overviews of attendances and digital analytics with respect to targeted groups. Set measurements against these targets.

**Our Mission reflects these priorities:**

- To provide a printmaking studio and gallery that espouses best practice, excellence and innovation.
- To support and develop artists' practices and livelihoods, and promote collaboration across disciplines, organisations and borders.
- To raise the stature of contemporary printmaking and enhance the cultural experiences of all people in Ireland and worldwide, reflecting the full diversity of Irish society.

**Marketing:** A separate marketing strategy document is being prepared, which highlights our marketing approach regarding our communications to these different audience groups