

## CONVERSATIONS WITH LOCAL ART SOCIETIES

As Societies move towards adopting the new branding some have been in touch to ask us how to address the matter of potential confusion and upset with a local art society. Here, we identify two Societies that have taken a proactive approach, which have led to positive outcomes.

If you have any concerns or wish to have a chat through suitable approaches, please contact Isabel Cooper on 0207 430 0730 or email [icooper@nadfas.org.uk](mailto:icooper@nadfas.org.uk).

### **The Arts Society Wokingham**

Ahead of the launch of the new brand, Robin Cop, Chair of The Arts Society Wokingham (Wokingham DFAS), was excited by the opportunities offered by the new name, but also quickly realised that the Wokingham Art Society might be less than thrilled. Through his swift and positive initiative, not only was Robin able to head off any potential conflict, but he gained a new ally for promoting the arts in Wokingham.

The Wokingham Art Society is an active group of artists who meet regularly to share with others their enthusiasm for art through painting. The Arts Society Wokingham, run educational programmes through lectures, study days, visits and tours.

Although the respective purposes, and indeed logos, are quite different, Robin was very keen to talk to Sue Smith, Chair of the Wokingham Art Society, to ensure that any confusion because of the similarity in the names could be avoided.

*"I could not have been more warmly received. Immediately Sue summarised our distinctions: 'We create and you appreciate'. We went on to talk about how we might work more closely together to share and coordinate activities, so that our community can get the most out of all aspects of the Arts. We completely agreed that our Societies names shouldn't get in the way of that" says Robin.*

### **The Arts Society Haslemere**

*"We thought we'd try early on to sort out any difficulties that might arise with our rebranding. Haslemere Art Society has been established here for 123 years and were not happy when they knew there was to be The Arts Society Haslemere. So we did some talking and explaining of the ideas behind the new name."*

The Arts Society Haslemere (Haslemere DFAS) had already organised for a local journalist and photographer to attend the meeting where they revealed the new branding to their Members. Aware of a potential clash with a long established local art society, they decided to highlight the difference between the two groups, resulting in an article in their local paper. This was wonderful publicity for both groups and has ensured the local community are aware of the change and clear differences between the two.

[CLICK HERE](#) to read the article online.