

Exclusive VAA Gallery Glossary!



GUIDE TO

Getting Gallery Ready

VA

VAA | Visual Artists Association

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DEFINE GALLERY-READY



Gallery-Ready is a standard industry term that refers to **artwork that is appropriately and professionally prepared** to be **received by an art gallery**.

Typically for 2D artwork, this will translate that your artwork is stretched, framed, and ready for display. If you lean towards 3D artworks, this can look like preparing quality packing and delivery services, so that you have **ensured your artwork will arrive safely** and professionally.

These 3 Easy Steps are essential to making sure your work is Gallery-Ready.

1. The work is finished and of a high standard. There are no final touches that need adding, the image is varnished if you think it needs varnishing. The edges don't need painting.
2. The image is framed (if this is how you want it displaying)
3. Certificate of Authenticity and any other essential documents.

What will Galleries need from me?

There are several things that galleries may require from you that you should have prepared. These include:

1. Artist Bio
2. Artist CV (exhibition history, awards, etc.)
3. Portfolio (Physical & Digital)
4. Contact Information, phone number, email, website, social media handles (if applicable)
5. Proposal (if applicable)

What should your portfolio include?

- High-Resolution Artwork
- Strong, finished pieces
- Sketches, processes, early ideas
- Examples of your niche, these should be effective in evidencing your creativity and originality.

Finding & Approaching

ART GALLERIES

Approaching a suitable art gallery can be an intimidating process.

Fundamentally, there are only two key aspects you need to worry about. **Will your art sell well at this gallery?** And, **are you and the gallery well suited?**

So, how do you know if your artwork will sell at a particular gallery? The best method for finding your market is to consider who your audience is and where they gather.

Marketing your artwork in an **environment that is accessible to your audience is essential** to growing your business.

Sit down and picture your ideal buyer. Consider the following examples while you practice this activity:

Seascapes: Suit galleries in coastal destinations, typically tourist areas.

Landscapes: Sell well in the regional landscape they are depicting.

Abstract: The audience is often found in urban and corporate environments, a gallery in a metropolitan area will help this work find a buyer.

What else makes you and a gallery compatible?

The compatibility between you and a gallery is very personal to you and your work style. Here are a few compatibility factors to help you get started:

- Is the price of your work within their typical range?
- Do they take a commission?
- Is their commission priced suitably to their sales input?
- Are you happy with the potential exhibition space? How their artwork is hung, lit, etc?

VAA Pro Tip: Not sure where your audience is? Book yourself into a Helpdesk Slot or Strategy Session and ask us!

What sort of gallery is right for you? There are 5 types of gallery in the art world, these are suited to what you hope to accomplish with gallery representation.

1. **Commercial Chain Gallery** - Commercial Galleries make a profit from the sales of artwork; the business model functions so that both the gallery and the artist receive an agreed upon cut of the profits. Established artists often find success with chain galleries. Chain galleries are curated by a committee of individuals who look at your artwork, previous exhibitions, etc, to decide if you are the right fit.
2. **Independant Commercial Gallery** - Early career artists often find more success with independent galleries than chains. As the decisions are usually made by the gallery manager, rather than a committee.
3. **Non-Profit Gallery** - Non-profits receive their funding from grants, donations, etc. Although an income cannot be created with non-profits they can help you make connections with the wider art community.
4. **Artist-Run Initiatives** - A community of artists who come together to create a gallery and split the costs and responsibilities. Although it does mean more work on the artists part, it does mean that artists have control over their exhibition.
5. **Vanity Gallery** - Unfortunately vanity galleries are quite common in the art world. They business model focuses less on gallery representation and more on gallery rental fee. They often don't take commission, just the upfront exhibition cost, this also means they will do very little to promote your show.

What should you do before approaching a gallery?

Research: Is the Gallery seeking submissions? Do they work with artists of your level (emerging or established)? What artists do they currently have on their books?

Keep Up to Date: Get yourself on the ideal galleries mailing list, not only does this give you insight into what their representation could offer you, it also gives you a taste of their tone and communication style that can help you with your submission.

Be on Their Radar: Follow relevant galleries on their social media, like and comment (where genuine). Visit their gallery and start conversations, avoid dominating conversations with discussions of your own work.

How should you approach a Gallery?

Follow their submission process. It sounds almost too simple but galleries can become inundated with artists who haven't read through their protocols and fail to follow their process. Not only is this unprofessional, but it also suggests to the gallery in question that the artist doesn't have attention to detail.

There are still many things you can do to stand out from the crowd. Such as making your communication personal, galleries like to know they aren't one on a long list of other galleries. You can also offer them exclusive unseen artwork, this is a very seductive offer for many galleries.

Legalities

A mistake too often made in the art world is failing to acquire a consignment with the gallery/agent prior to sending your artwork.

Mistakes can and will happen and consignment agreements protect your business. Always have a consignment agreement even if you have a relationship with the other party and the agreement is in 'good faith'.

ARTIST CONSIGNMENT RECEIPT

Artist name:

Artists Address:

Contact Number:

Email Address:

KvH Artbroker representative: Karen van Hoey Smith
Address:
Contact Number:
Email Address:

The following artwork has been consigned to KvH Artbroker for purpose of sale and exhibition.
They will be held at [Holding Location]
All pieces are fully insured by KvH Artbroker for the duration in situ at the property and in the care of KvH Artbroker.

KvH Artbroker to inspect the condition of the artwork and to report any concerns to the artist within 7 days of receipt. Condition notes below are from the artist.

[Artwork Name] – [Media used] [Size] [Price]

[Artwork Name] – [Media used] [Size] [Price]

[Artwork Name] – [Media used] [Size] [Price] *[Frame chipped on all corners and some on side of the frame. Also the paper is crumpled and the inner slip has come loose on the right hand side]*

[Artwork Name] – [Media used] [Size] [Price] *[Frame dented on corners]*

Artist Signature:

Date:

KvH Artbroker Signature:

Date:



KvH Artbroker
.Kings Weston House, Bristol, BS11 0UR.
www.kvh-artbroker.com

KvH Artbroker
and
[Artists Name]

ARTIST AGREEMENT



THIS AGREEMENT is dated

BETWEEN

(1) [Consigner's Details]
(2) [Artist's Details]

BACKGROUND

- A. The Artist is a recognised professional artist who produces the Artwork (as defined below).
- B. The Artist agrees that KvH Artbroker shall, for the term, have exclusive rights to exhibit, promote and sell the Artwork subject to the terms of this agreement.
- C. KvH Artbroker agrees to exhibit the Artwork and promote further sale of the Artwork at galleries, fairs, private shows, competitions and any venues or events deemed suitable for the means of sale or promotion.
- D. The parties agree to be bound by the terms set out in this agreement.

AGREED TERMS

1. DEFINITIONS AND INTERPRETATIONS

The following definitions and rules of interpretation apply in this agreement.

1.1 Definitions

- "Artwork" all of the artist's creations produced by (artist name) for the term of this agreement, subject to the conditions set out in clauses 3 and 4. This can be sub-defined as "Original Artwork", "Limited Edition Artwork" and "Decorative Artworks"
- "Copyright" all copyrights and rights in the nature of copyright subsisting in the Artwork in any part of the world to which the Artist is, or may become entitled.
- "Term" the term of the agreement commencing on the date of this agreement and continuing until the (date of end) unless and until terminated in accordance with clause 11.
- "Retail Price" in relation to any Artwork, the price actually charged to the customer as specified in the price lists provided from time to time by KvH Artbroker to the Gallery or sales location for this purpose plus any VAT or other sales tax thereon but less any discounts, rebates or returns.

1.2 Clause headings shall not affect the interpretation of this agreement.

1.3 References to clauses are to the clauses of this agreement.

1.4 Schedule 1 forms part of this agreement and shall have effect as if set out in full in the body of this agreement. Any reference to this agreement includes Schedule 1.

1.5 A person includes a natural person, corporate or unincorporated body (whether or not having separate legal personality).

1.6 Unless the context otherwise requires, words in the singular shall include the plural and in the plural shall include any singular.

1.7 A reference to any party shall include that party's personal representatives, successors and permitted assigns.

Our Thoughts

& MINDSET

There has recently been a cultural reset in our attitudes towards mindset and wellbeing. **A healthy focus on mindset translates into your approach to gallery representation.** As an artist, there is **no such thing as failure.** You either succeed or gain experience. Remember to consider this when dealing with rejection. Your work will not be the right fit for every gallery. The gallery world is an incredibly competitive landscape. The chances that you will be accepted by the first high profile gallery you apply to are slim. Keep in mind that with every rejection you are slowly building a portfolio and approach that is destined for success. If you're looking to be more proactive and learn from your mistakes, **try getting in touch and asking why you weren't the right fit and how you can improve in future.**

We've spoken before about developing a growth mindset. Once again this becomes ever relevant in your journey to Gallery Representation. Take yourself and your business seriously.

Every day you perform a task relating to art, galleries, or business upkeep, you are cultivating what will one day be a thriving empire. Make sure you keep things light-hearted but still try to take yourself seriously.

Don't let small mistakes, rejections, or bad days stop your success, learn from every day. A great way to continue to develop a growth mindset is by keeping track of your achievements, no matter how small or inconsequential they may seem. Even if all you did today was send out your portfolio to a couple of local galleries, you are further into your career path than if you chose not to.

Finally, here are some steps you can take after you have secured a gallery, to ensure success and a smooth working relationship.

1. Create a 'win-win' relationship with your secured gallery. You don't have to be a people pleaser but make sure you are easy to work with. You are more likely to exhibit again with galleries that you are on good terms with.

2. Be polite and follow gallery principles. Don't undercut a gallery. If a buyer approaches you directly after your exhibition, give the gallery their commission.

3. Look to nurture your relationship and make it last long term.

Gallery Worksheet

HOW TO PREPARE FOR GALLERY REPRESENTATION

PREPARING ARTWORK

Date:

Answer the questions below to help you on your journey towards gallery representation. Don't panic if you can't think of answers straight away.

Do I have a certain collection of pieces that best reflect me as an artist? What artworks would I be the proudest of exhibiting?

Are these artworks part of a cohesive series?

Would these works need to be framed or unframed?

Do my artworks have any specific shipping instructions?

FINDING THE RIGHT GALLERIES

Date:

Have you researched your local galleries before looking further afield?

Have you visited any galleries? Did any speak to you? Has this helped you refine the type of gallery representation you are looking for?

Research galleries that represent artists of your niche.

What is the sales process of the galleries you have found? Do any take commission, charge for space? How does this fit with your budget?

Are the gallery staff active salespeople?

CONTACTING GALLERIES

Date:

What is the galleries submissions process?

Do you have a network of art world connections that can help give advice approaching specific galleries? Think back to even brief connections that might be helpful.

Do you have high-quality images? Do you have a physical and digital portfolio prepared?

Do you have all of your submissions prepared, including biography, CV, and artist statement ready? Are there any extra requirements for specific galleries/?

DOCUMENTATION & LEGALITIES

Date:

Do you have a consignment agreement with the gallery?

Do you have all of your Certificates of Authenticity prepared?

Do you have the appropriate insurance prepared?

Online Galleries

NEW

Keep reading to
find out directory
of online galleries

Benefits of Online Galleries:

1. Online Galleries are **more accessible** than traditional galleries, this means you can join an Online Gallery at any stage of your career, whether you're an emerging or established Artist.
2. Online Galleries are essential to your status as a professional individual. Not only do they increase your sales, but they also act as a **digital portfolio** that people can use to find you and your artwork.
3. As the world becomes accustomed to working remotely Online Galleries are becoming essential to the Artist. In fact, 65% of online sales platforms expect the current pandemic to provide a **permanent change in the art industry.**

Directory

AUCTION STYLE

Artfido

Artfido offers a mixture of auction-style art shopping website. Includes both auction and fixed price sales.



<https://www.artfido.com/>

EMERGING ARTISTS

Artfinder

Artfinder has an audience of over 500,000 buyers. Buyers are connected directly to independent artists. Artfinder has three different seller plans, making the platform extremely accessible and flexible, perfect for emerging artists.



<https://www.artfinder.com/#/>

CRAFTY ARTISTS

Artfire

ArtFire is a marketplace and creator community where people from around the world come together to buy and sell.

Artfire helps users build a shop, promotes their shop through search engines and connects its users to that the Artfire community can share vital skills and knowledge.



<https://artfire.com/>

artful home

EXCLUSIVE

Artful Home

A juried panel selects artists to represent on their website. Their application process is quite exclusive and mostly represents North American artists.

<https://www.artfulhome.com/>

FLEXIBLE

Artmajeur

The logo for Artmajeur, featuring the word "Artmajeur" in a dark blue, cursive script font.

Representing over 180,000 artists worldwide, Artmajeur takes a 30% commission only at the time of sale. Artmajeur will advertise your artwork on Google search as well as multiple social media platforms.

<https://www.artmajeur.com/en/>

PRINT

Artpal

The logo for ArtPal, featuring the word "ArtPal" in a bold, blue, sans-serif font. The letter "P" is stylized with a white arrow pointing to the right.

Free & easy to use Online Gallery.

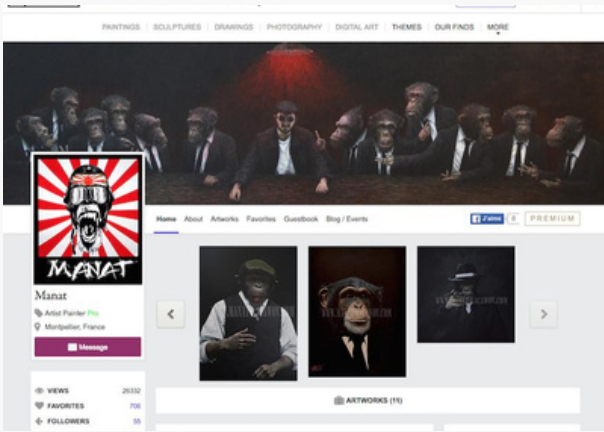
Artists can sell originals, prints and even use ArtPal's free Print-on-Demand service. Best suited for artists dipping their toes into print.

<https://www.artpal.com/>

BEGINNER FRIENDLY

ArtQuid

Art Quid offers Artists a virtual gallery space. ArtQuid is a global online art marketplace allowing to buy Original Art and Prints (Canvas Prints, Acrylic Prints, Alu Dibond Prints, Fine Art Prints, Posters) directly from artists around the world.



<https://www.artquid.com/>

BEGINNER FRIENDLY

Artsy

Artsy features the world's leading galleries, museum collections, foundations, artist estates, art fairs, and benefit auctions, all in one place. This makes Artsy accessible for beginners.



<https://www.artsy.net/>

APPLICATION PROCESS

Azucar

Azucar is an online magazine & gallery. As the gallery curates the artists they represent, to apply you will need to send a portfolio of your artwork and await approval.



<https://azucarmag.com/>

ONLINE STORE



Big Cartel

An ecommerce builder that lets artists set up their online store. Most suited to selling individual artworks rather than bulk uploads. This makes Big Cartel perfect for beginners who are looking to start a small business.

<https://www.bigcartel.com/>

ONLINE STORE



Cafe Press

Create and sell your own merchandise, including t-shirts, mugs, stickers, and more.

An easy way for artists to create printed products with no upfront costs.

<https://www.cafepress.co.uk/>

EMMERGING ARTISTS



Degree Art

As well as selling, commissioning and renting the finest artwork created by the artists emerging from the most prestigious art establishments, DegreeArt.com runs an Artists' Residency and Exhibition program from its gallery and takes part in Art Fairs throughout the year.

<https://www.degreeart.com/>

PRINT

Displate

Displate specialises in creating one-of-a-kind metal posters and exhibits artists internationally. Displate is slightly more exclusive than other printing platforms, they ask artists and designers to send them a portfolio to join.



<https://displate.com/>

ONLINE STORE

Etsy

Etsy is the global marketplace for unique and creative goods. While Artists often choose to sell original artworks on the platform, Artists who branch out into product based sales (such as tote bags, fabric designs, stickers and pins) have often found success on Etsy.



<https://www.etsy.com/>

VAA APPROVED

Eyestorm

A gallery who create and release exclusive limited print editions within contemporary art, offering work by both established and emerging artists.



<https://www.eyestorm.com/>

VAA APPROVED

Fair Art Fair

Fair Art Fair

An up-and-coming artist-centred community. A world-first digital platform where you can enhance your practice, curate an exhibition, build your collection or just experience stand-out, peer-validated work.

<https://www.fairartfair.art/>

EXCLUSIVE

IdeelArt

IDEELART
[the online gallerist for contemporary abstract art]

IdeelArt actively represents artists, much like traditional bricks and mortar gallery. This online gallerist is carefully curated.

<https://www.ideelart.com/>

APPLICATION PROCESS

Live Auctioneers

liveauctioneers

LiveAuctioneers is the world's leading platform for live and timed auctions of collectibles, antiques, and fine art, enabling over 5,000 auctioneers and other purveyors of unique inventory to host auctions online with access to millions of active buyers.

<https://www.liveauctioneers.com/en-gb/>

PRINT

Pictorem

Pictorem provides a free platform to sell your art online. They handle production & the logistics of fulfilling each order. You can focus on your art and your promotion. They also provide a print-on-demand feature, where they sell and handle all of your printing needs.



<https://www.pictorem.com/>

THE ALL ROUNDER

Pixels

For artists who want an online portfolio, print-on-demand services, and somewhere to sell original artworks, all in one place.



<https://pixels.com/>

PROFESSIONAL FRIENDLY

Rise Art

Great for established and professional artists, Rise Art, requires an application. Provides a platform to sell, share your CV, and promote upcoming exhibitions



<https://www.riseart.com/>

VAA APPROVED



SAATCHI ART

Saatchi Art

Saatchi Art Supports the sales of Artists Internationally. The site is easy to use. Artists can use the site to exhibit and sell their work, making it suitable for beginners.

<https://www.saatchiart.com/>

APPLICATION PROCESS

Singular



SINGULART

An online contemporary art and design furniture premium shop based in Paris, France, and founded in 2017. It caters to painters, photographers, sculptors, furniture designers and has over 10,000 artists.

<https://www.singularart.com/en/>

BEGINNER FRIENDLY

Society 6

Society 6 offers an open platform for artists to share their art, feed off the creativity and talent of those around them and sell their original designs on an array of different products to customers around the world. They have a team of experts that will fulfill, print, ship, market and handle customer service.

society6

<https://society6.com/>

FLEXIBLE

Turning Art



Turning Art has two different artist programs, the Partner Artist Program or the Affiliate Artist Program. The Partner Artist Program allows artists to run limited edition prints and access to full production services. If you are more interested in selling original works, the Affiliate Program will work for you.

<https://www.turningart.com/>

FLEXIBLE

UGallery



UGallery curates both the artists they feature and the artwork. The gallery is extremely exclusive and often seeks out artists to work with, they ensure the quality of the artwork they sell is excellent.

<https://www.ugallery.com/>

EXCLUSIVE

Zatista

Zatista selects the artwork they exhibit through rounds of curation. This means that the work they exhibit is extremely high quality, compared to other online galleries. It does however mean that after applying you may have to wait for approval before joining.



<https://www.zatista.co.uk/>

Gallery Terms

Art Advisor - Informs and communicates directly with a client to advise them on building their art collection.

Art Handler - A trained specialist who moves, handles and hangs art objects for galleries, museums, and other fine art venues, not to be confused with the carrier.

Art World - Used to refer to the contemporary art community, growing trends, and the commercial culture of contemporary art.

Artist Settlement - How much is owed to the artist following the sale of their artwork by a gallery.

Attributed To - Believed to have been created by a specific artist but there is uncertainty.

Buyer - Individual who has purchased an artwork.

Carrier - Individual or firm who transports the artwork.

Certificate of Authenticity - Document that authenticates that an artwork is made by a specific artist as well as the quality of the work.

Collector - An individual that owns a series of artworks.

Commercial - Art that is sold for an exchange of money.

Conditional Report - Used by Galleries, Auction Houses, Conservators, etc, to detail to condition of the artwork. The description is generally given art shipping, storage, or exhibition.

Consignment - Legally binding agreement that art will be delivered to an agent or auctioneer, with the agreement that they will sell, exhibit, or temporarily loan the artwork.

Commission - The percentage of a sale a gallery, auctioneer, or agent gains for representing the artwork.

Curator - An individual who arranges and organises artwork (or objects of interest) in a gallery or museum.

Dealer - Sells artwork to specific clients, or from an artist's studio

Edition - An artwork that has several copies or prints, an alternative to an original piece.

Emerging Artist - An artist who has only recently begun to pursue art as a profession. Maybe a recent graduate or recently started to sell their work. Usually refers to an artist who is without gallery representation.

Established Artist - An artist who has exhibited several times, has pursued the profession for multiple years and has found their space in the art world.

Fair Market Value - The current price of an artwork, rather than the value at sale.

Gallery Representation - An agreement with a chosen gallery that they are the only gallery to represent your artwork.

Insurance Valuation - This is a valuation of the amount of money an insurance company would be required to pay should the artwork be damaged, lost, or stolen.

Limited Edition - Copies of an artwork that have a limited amount, this is an exclusive alternative to Open Edition, where copies are continually made and limitless.

Nail to Nail - Nail/Nail means that the artwork must be covered from the time it is taken off the wall in one gallery to being transported to another.

On Approval - Buyer has a short trial run of the artwork, this allows them to view the artwork on their wall prior to purchasing.

Original - The first artwork created, the one that prints are made from.

Patron - An individual with a passion for art who gifts money to fund artists, art organisations, or galleries.

Press Release - Document illustrating a description of an event. Includes details of the date, time, location. Provided to local or online press to drum up visitors.

Primary Market - The first sale of an artwork, directly to a buyer from the artist's studio or dealer (rather than buying from another's collection).

Provenance - This refers to the history of ownership of an artwork, including previous sales, exhibitions, etc.

Salon Hang - Grouping together artworks in a display. An eclectic alternative to the traditional single eye-level row seen in many galleries. An interesting way to display a variety of artworks in conversation or juxtaposition to one another.

Secondary Market - This refers to the market where artwork has previously been sold.

Temporary Admission - Artwork imported for a specific purpose which makes them totally or partially exempt from import duties or tax.

Walk Through / Works List - Document detailing images & descriptions of the artworks included in a gallery show.

FOR MORE RESOURCES VISIT US AT
WWW.VISUAL-ARTISTS.ORG

CONTACT US AT
HELLO@VISUAL-ARTISTS.ORG

Please direct any questions regarding this content of
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