

Tips on presenting your artwork to Venue:

Artwork that catches our eye

Venue carries a wide variety of artwork. We recommend you take the time to either visit the store or the website to see the types and styles we currently have on display. If your work is similar to something we currently carry, now is not the time for you to apply. We're not looking for something that is similar to an artist who is already successful here; we're looking for artwork that will fit in, yet also stand out.

Presentation

Your website, on-line portfolio, or emailed photographs are your only chance to show your work to us. Because of this, it can't be stressed enough how important good photographs are. Photos that are out of focus or inconsistent show a lack of care and professionalism that, as far as we know, may extend to your work itself. These photos are our first impression of you, and if you really want to sell at Venue they need to make a good impression.

It's also important to limit your online portfolio to your most recent work, preferably only twenty to twenty-five pieces. This isn't the place to showcase everything you've ever done, it's your chance to show off the work that you're most excited about. Also, for each piece you photograph, include the pertinent information. The title, size, medium, and retail price are all helpful to us.

Consistency in Your Work

The work that you submit needs to be unified. That means a line of work needs to show similarities that tie it together, and present you as a focused artist with a clear vision.

If your work has moved in a few different directions using different media or styles, and you have twelve to twenty pieces of each kind, separate them so each style can stand on its own as a series. This gives us a chance to see things more clearly. It's possible one of your lines is perfect for Venue, but we wouldn't have been able to recognize that if everything was presented as a jumble of different ideas.

You can further create cohesion by presenting your work in a consistent way. Use similar frames or mountings for paintings or photographs, similar bases for sculptures, and similar settings and props when photographing a line of jewelry. A cohesive collection shows well and is more inspiring.

Quantity

Many artists create marketable work, but in quantities too low to make a gallery or boutique relationship viable. Successful artists are consistently in the studio creating artwork. We need to be confident that you will be able to keep us supplied with more of your work to replace what sells.

Some artists think that, because Venue is a consignment boutique, we'll take on a few random pieces of art they want to finally get rid of. There are places that will do this, but Venue is not one of them.

Confidence and Consistency in Pricing

One of the greatest challenges an artist faces is knowing how to correctly value their work. We know it's difficult, we're all artists, too. Many artists price their work emotionally and inconsistently, and often under-price their work due to a lack of confidence. This shows us a lack of experience.

Most artists know that when deciding how to price their work they need to take into consideration things like how much supplies and tools cost, how much their time is worth, rent for workspace, etc. These things are specific to you, which is why pricing your own work is part of the job of being an artist. All Venue artists set their own prices, and other galleries expect the same.

What many artists don't realize, especially new artists, is that they also need to include in their pricing the cost of selling their work. Some artists are reluctant to sell in shops because of the percentage the shop takes, but they're not thinking it through. A gallery takes a cut of the sale of your artwork because they're there every day, keeping the lights on and the doors open so customers have a chance to see, and purchase, your work. This is only a small part of what they do, and it isn't free for them. And when you think about it, it also isn't free for you to sell your artwork yourself. There are show fees, jurying fees, credit card fees. You have to collect and pay sales tax and take the time to photograph your work to list it online, or take the time to be present and sell it at a show.

This means that when pricing your work for a gallery or boutique, you shouldn't just double your prices to cover the cost of what the gallery will be taking. If you feel that your prices need to be raised to cover these costs, then you are undervaluing your work. You need to raise your prices across the board. Successful, professional artists have consistent prices everywhere, from their website to every gallery and shop that sells their work.

In Summary

At Venue, we are in the business of bringing good exposure to local talent and creating a customer base who appreciate and support the talent we present. We are always on the lookout for fresh, new work and have developed great relationships with the artists we work with. When jurying new applicants, the decisions we make are with this business in mind. We thank you in advance for taking the time to review our process, and we look forward to meeting you soon.