

# Art 101 Gallery

## New Member Criteria / Checklist

As a Gallery that is constantly growing, we are very busy! Our goal is to represent our member artists in the most professional and efficient way possible. We have created the following criteria checklist to answer most, if not all, of your initial questions.

Step 1 – Join the Gallery. Membership paperwork and fees should be up to date and on file before we proceed beyond this first step.

Step 2 – Submit your digital artwork, biography and photo for posting on the website. Inclusion on our website is on a first-come, first-served basis. Upon receipt of the above membership documents, we will place you on the schedule for website design. You will have up to two weeks to prepare your items, as there will be other artists' sites in progress (who have already joined prior to receipt of your membership).

2a – All artwork needs to be copied to a CD in jpeg (.jpg) format (72 dpi) and delivered or mailed to the Gallery.

2b – If you need help with a biography and / or photos, gallery Staff will refer you to fellow members for assistance.

2c – We do not require everything at the same time, but your information will not be posted to the site until we have the three basics – artwork images, artist biography and photo. Please submit artist bio in Word or Open Office format and photos in jpeg.

2d – We will post both sold and unsold work to the Gallery website. This allows clients to see the range of your talent and helps to acquire commission work.

Step 3 – Upon receipt of the CD, we will preview and make selections. We will be specifying items for the gallery, projects of the gallery, and (artist approved) off-site venues. We will confirm availability and **schedule an appointment** to receive your work.

3a – We will forward an Inventory Form for you to list the work we will be receiving. Please complete the form at your earliest convenience and return via email ([info@art-101-gallery.com](mailto:info@art-101-gallery.com)). Upon receipt of the completed form, your appointment will be confirmed. Again, appointments are confirmed on a first-come, first-served basis. The sooner you are prepared, the sooner we can schedule your appointment.

3b – If you need assistance with pricing, we are here to help you. Please forward an email expressing your concerns, and we will work with you to price your work.

3c- When you are ready to submit your pieces to the Gallery, we will forward our guidelines for gallery ready artwork.

Step 4 – Schedule an **appointment** to submit your work. Our artists are welcome to visit the gallery at any time during regular business hours. We encourage them to introduce their friends, family, and colleagues to the gallery as well. When artists have appointments with Gallery Staff, however, we ask that the allotted time is devoted to the purpose of that meeting. As time is limited, we want to make certain that we accomplish the necessary goals during that time.

#### **Other Info:**

1. It may seem redundant, but we want to make certain that everyone understands that an **appointment** is required in order to work with the Staff at the Gallery. We are very busy doing our best to sell and place your art. In order to best serve our clients, who are **investing in YOUR artwork**, we need to be distraction free and available to serve their needs. This applies to dropping off your art, picking items up and even 'drop-in' chats. Unfortunately, we have learned from experience that even the unannounced short visits can be intrusive and have, in fact, resulted in disruptions in project deadlines and even lost sales.
2. We want our members to understand that they are welcome in the Gallery. We have found that artists who interact with customers often sell more art. We encourage artists to come work in the Gallery, both as a greeter and as a creator.
3. Our preferred method of communication is email. Whenever possible, we ask that you correspond with us through [info@art-101-gallery.com](mailto:info@art-101-gallery.com) . All questions and concerns can be addressed this way, and this allows us to keep our phone lines (as well as gallery hours) available for clients (thus providing the opportunity to focus our efforts on selling your art). Our Staff will do their best to respond to your inquiries the same day, but will always respond by the next business day.

Thank you in advance for your cooperation and professionalism.  
With mutual respect, comes success.

We look forward to working together.  
The Staff of Art 101 Gallery