

**Artist Terms.****Curation:**

NewBloodArt curates the site and acceptance of all work is not guaranteed.

**Pricing:**

Prices range from £175 to c. £10,000. Artists set the sale price with guidance from the gallery. We encourage more affordable prices at the outset, and then allow for a gradual increase, thus encouraging a steady upward trend in the value of the artist's work in order to help establish their careers and grow a collector base.

**Agreement, Charges, VAT and Payment:**

There is no tie-in, so once accepted you are free to leave at any time. There are also no charges for showing work on NewBloodArt. Our commission rate is 40%. Artists receive 60% of the sale price (excluding VAT which is chargeable on our commission and represents 8% of the retail price). Artists are paid 21 days after the customer receives the work, when the statutory returns period has passed, and the artwork has been irrevocably sold. Payments usually go through on a Friday.

**Delivery:**

Artists are responsible for packing and sending sold work to the buyer. Artists receive 5% of the retail value when dispatching an artwork to a UK buyer and 10% of the retail price when dispatching artwork overseas in order to cover these delivery costs. In the event of a sale you will be notified automatically and it is your responsibility to arrange for the artwork to be delivered to the customer, **within 5 days of the sale notification**.

**Returns:**

If an artwork is returned within the statutory 14 days returns period the artist is not paid. The gallery will cover the cost of the return delivery of the artwork to the artist.

**Online Exclusivity:**

We ask for online exclusivity over the work shown with us. So artists should not have the same work available for sale online elsewhere at the same time. Our main concern is that we have a relationship based on goodwill – so if you are contacted by a buyer directly, we ask that you find out where they discovered you and if it was on NewBloodArt we ask that you extend goodwill and re-direct them to us to process the sale.

We encourage artists to participate in physical exhibitions, fairs, competitions and shows etc.

**Image Quality:**

The artist must ensure that images of their work are accurate and of a high standard. When selling work online it is crucial that the images are of an excellent standard and that the colour translates accurately. If this is not the case artworks tend to be returned, so we suggest where possible that artists have their work professionally photographed.

**Marketing:**

The Gallery will market the artist's work, individually and as a member of NewBloodArt, to individual buyers, commercial and corporate clients, dealers, physical galleries and the press.

**Presence on New Blood Art:**

Using online login details, each artist should take ownership of their page, and update new works on a regular basis. The artist is responsible for ensuring all information regarding exhibitions or prizes is up to date and in the correct format and that any artists listed for sale are available for sale. All limited editions numbers must be detailed, showing the number of prints in each series.

**NewBloodArt marketing content**

Please contribute to the following sections of the blog by sending images and content to [sarah@newbloodart.com](mailto:sarah@newbloodart.com)

**Artwork in-situ:** *photographs of artwork in exhibitions/collectors' homes/your studio spaces etc. This gives buyers a real understanding of your work.*

**Artists and Studios:** *images of you and/or your studio.*

**Pilgrims on the Road to Meaning:** *Please answer these questions:*

- *The moment when you are at a party (for example) and someone asks: 'What do you do?' You say, 'I'm an artist.' Can you remember when that moment first happened for you and tell us about it?*
- *Do you have any rituals or routine to help the creative process?*
- *What was the best piece of advice you were given?*

**Editorial News & Events:** *We would love to hear about upcoming shows, prizes and any news regarding your artistic practice in real time so we can update buyers.*

New Blood Art reserves the right to terminate the agreement.

If there anything you would like to discuss, please contact Sarah