

## Artist Best Practices for Exhibiting and Selling Artwork

### 1 – Send us to Upload Quality/Accurate Photographs of your Artwork

It's extremely important that the photo you use to represent your artwork to buyers be as truthful as possible. Although smartphone photos are convenient, the quality is poor and often inconsistent. There is no limit to the number of artworks you can send us to upload. We invite you to post and sell as many of your original artworks as you wish. Image file size must be less than **25 MB and JPEG**

Since buyers rely on our descriptions please ensure the following:

- The dimensions you enter in the artwork details are **correct**
- Crop out any areas in the photograph that are not part of the artwork itself. For example, if you've taken a picture of your painting on a wall, please tightly crop the photo at the edges of the painting so that the wall is not seen.

### 2 - Write a Detailed Artist Bio and Accurate Artwork Descriptions

Our collectors are not only interested in the artwork work, but also in the artists. Therefore, you are encouraged to write a detailed artist bio highlighting your history, creative process, your motivation for creating art, etc.

We recommend that you include the following info in your bio:

Where you were born and raised

Where you currently live

Your artistic influences and where you draw inspiration

Your medium(s)/technique(s)of choice and why

Whether you're self-taught or received formal education/tutelage

Artists you've worked under/with

Prizes and awards you've won

Exhibitions that you've taken part in

Collections (both private and public) which include your work.

Please take the time to write a detailed and compelling artwork description. The descriptions help collectors and our curators discover new works when they're searching for something specific. It also tells a buyer exactly what to expect when the artwork arrives and provides collectors with interesting background information about the work.

### 3 - Keep Your Portfolio Up To Date

If one of the works you've uploaded to Excelsior Art is sold elsewhere, we encourage you to keep the image up on our site, as collectors are interested in seeing the works you've sold as well as the works that are currently available. However, it's important that you inform us so

that we can **edit the artwork details to indicate to collectors that the work is sold and no longer available for purchase.** (Note: If the work is sold through Excelsior Art, there's no need to update the artwork details, as they'll be updated automatically.)

#### 4 - Appropriately Price Your Artwork

Pricing your originals appropriately is critical to selling your work. Include shipping fees in the cost. As an artist, you should always be prepared to explain how and why you have arrived at your prices. Therefore, it's very important to adopt consistent, fact-based pricing principles and methods.

5. – Take advantage of the following service from TAGSMART-Artists who wish to do so will need to provide I.D. and factor the cost onto the selling price

- Certificate of Authenticity - Highly secure Certificate with covert and overt anti-forgery measures. Works with prints, photos, canvas and aluminium
- Conservator-Approved Artwork Tags - Discreet, tamper-proof tags for Certified artworks - Security technologies include synthetic DNA and UV markers - Can be applied to a range of materials with option to tag frame-only
- Digital Provenance record - Securely stored by TAGSMART and accessed by all future owners of the work - Owner transfers ownership upon next sale - Creates a secure provenance record over time - Unique digital collector experience

#### 6 - Promote Yourself

Every artist has an equal opportunity to be selected for a special feature by our curators. Maintaining an up-to-date and informative profile and promoting your work can expose you to potential customers. Being an active user of Excelsior Art will catch our curators' attention