

The Return of The Worcester Open Exhibition 21

Advice on Pricing Your Artwork

This document includes

- Advice on how to price your artwork,
- Information on how the sales process works, (including commission).

Pricing your artwork

- Only put your artwork on sale if you want it to sell! If you do not wish to sell, please specify this in your application.
- Take into account; the time taken, the cost of materials used, framing.
- While there will certainly be collectors visiting the exhibition, the vast majority of patrons will be those looking to purchase art domestically (in a home environment). Meaning, their budget will more likely be between the region of £50 - £250.

Advice

- Is this your first time selling your work? Research similar artists and artworks to get an idea of prices by early career artists, if applicable.
- Ask yourself what you would be happy to pay for a comparable work if you were buying it for yourself.
- Do you know anyone who has sold artwork before? If so, make best use of any contacts by reaching out for advice and suggestions.
- Do not overprice your work. If you require £10,000, it is unlikely to sell in this context.
- If you are a professional artist we suggest you consider any known benchmarks for selling your artwork and do not devalue your work.

Selling your work through Citizen Open

- Worcester Open 21 will facilitate sales of artwork during the exhibition.
- All artworks will be paid for in full by buyers, there is no provision for paying in instalments.
- When someone wishes to purchase a work, they will be advised by our gallery team to make an enquiry with our box office staff.
- All artworks will be numbered for display only, for cross-reference against a full listing guide that will include artist name, title and price.
- Our box office staff will take a payment in full and cross the work off a sales-list.
- A red dot (sticker) will be placed by the work in the gallery to indicate the work has sold.
- ***We can only sell work that is present on site.***

- We cannot manage the sale of multiple editions. Should we receive further enquiries once a piece has sold for a work that exists as a multiple, we will speak with the artist to arrange an introduction to a potential buyer.
- Artworks will be available for collection at the close of the exhibition only. Worcester Open 21 does not offer a delivery service.
- Buyers will fill out an Artwork Purchase Form before the work is given to them. On the close of the exhibition, we will calculate sales payments for payment to artists whose work has sold.
- Worcester Open 21 retains 30% of sale price, which is expressly used to fund our activities with audiences and those on a limited income.
- The artist/or collective artist group will receive 70% of the sale price, payable upon receipt of an invoice following discussion with the Worcester Open 21 team as to the amount owed, if any.
- Should the receipt of funds be problematic for any reason, or you do not have a bank account, we will endeavor to assist where possible with alternative means of reimbursement.

For further information, please contact us via our email submissions@pittstudio.com with your query and a member of the team will get back to you when available. Please be patient, as we expect to process multiple enquiries.