

1. Create artwork for display in the gallery for the next rehang.
2. To begin, we are asking artists to limit their online sales to 5 pieces. We may increase as we become more at ease with this process. We are including only work in the gallery and on the wall/shelf. We are not posting Nouveau Art, Featured Artist, gift shop, or cards, prints and originals in bins. We are not hosting art you have at home. We are not including the art at the hospital at this time due to restricted hospital access during COVID.
3. See the instructions for how to take photos of your artwork at the end of this instruction. Or, and this is recommended, if you do not feel comfortable taking photos, let a sales manager - Cindy or Vickie - assigned to you know you will need someone to photograph your work. We hope to host how to photograph your own work sessions at some point. We will try to have photographers available on rehang day.
4. On the OFFICIAL DOCUMENT FOR SUBMITTING WORK (See attached)
 - A. Submit via email to your assigned sales manager, the photo images, labeled with their title and your name, (ie: Doe, J. Beautiful Art.JPG) along with
 - B. The spreadsheet inventory with descriptions which includes the
 - 1) Name of the artist
 - 2) Title of the work
 - 3) Medium of the work
 - 4) Size: 2D: H x W (framed) or gallery wrap
3D: H x W x D. Also, if this is a heavy piece, include weight in lbs. It will affect the
shipping costs.
Jewelry: Include any dimension pertinent: Size of the ring, length of item, etc.
Fabric: L x W
 - 5) Brief informative description written to explain what inspired the artist or what you, the
artist, hopes the viewer experiences.

If you do not know how to use Excel or do not have it, list the information for each piece in the format above in an email to your sales manager. No texts, please.
5. Follow the gallery policies for removing and replacing work. In addition, as work is sold, removed or replaced, notify your Sales Content Manager immediately so the website can be updated with sold works and replacement pieces. Use the inventory spreadsheet for the notification.
6. When you hang your work on the wall or shelf, mark the wall tag with "OL" for on-line in the bottom left corner so the desk worker knows that is an online piece, too.
7. **ONLINE SALE:** You are notified via email/text by the desk worker when a piece sells online. (The desk worker is notified first by the sales managers.) The online site

AUTOMATICALLY marks the item sold when the item is sold online. Take note of the sale immediately to know if you need to ship the work.

Also, the front desk worker will mark the piece as sold with the customer's INFORMATION and whether it is to be shipped or picked-up. We do not want duplicate sales for the same piece of artwork!

Then pick up the piece to ship it if it is to be shipped. Follow the current procedures for shipping. **Remember: Online Sale**, the customer pays for shipping upon purchase online, but that money goes to the gallery, not the shipping company (UPS, USPS, Fed Ex, etc.). Therefore, when the artist takes the art to be shipped, **the artist will need to pay the shipping company directly and ask for reimbursement from IAA**. Keep your shipping receipt for that purpose and for notifying the customer of tracking and arrival information. Use the current gallery procedures and the reimbursement form with your receipt attached to request reimbursement.

8. **GALLERY SALE:** You are notified by email/text by the desk worker if a piece sells in the gallery. Desk workers should contact
 - the sales managers immediately upon the sale so it can be marked sold on the website.
 - the artist whose work sold.

Desk workers should not wait to make calls after the next customer, after lunch or at the end of the day. Email or text the sales manager immediately if a piece of wall art sells in the gallery. The sales manager will then need to mark it as sold on the website.

(Remember, pieces in Nouveau Art, Featured Artist, and/or the gift shop and cards, prints or originals in the bin are not sold online. You do not need to call the content manager for those sales.)

Remember to get the customer's credit card information so the artist can take it to the shipping company PER OUR CURRENT PRACTICE AND WITH OUR CURRENT SHIPPING FORM.

To ship the art, the artist should take with them the customer's credit card information just as we do currently. The artist will NOT pay for the shipping at the shipping company; you will have the customer's credit card information. Then notify the customer that the package is being shipped by which company, the total cost charged to their credit card, the tracking number and the date of arrival. Let them know you insured for the purchase price of the art.

Replace your artwork following all the steps above for online sales.

PHOTOGRAPHING WORK FOR WEBSITE SALES

2D ARTWORK

Each 2D framed artwork on the website is cropped to show the full frame. You may submit unframed photos as well or, especially for gallery wrap and 3D art, a side picture, too. To ensure we have a clear photo that is straight and allows for full capture of all corners and the frame, follow these tips.

You can take pics with your phone or camera. Phones are so advanced they do a good job of photographing.

1. Pictures need to be taken head on and straight. So, you need to have them at a height level with your camera. If it is hanging on a wall, you will probably have some lean, with the top leaning out farther from the wall than the bottom due to hanging materials. Therefore, the picture will not look good when posted for sale. If that is the case, slide something behind the two bottom corners so they are the same depth from the wall as the top two corners. Something like styrofoam that can be sliced to fit or folded bubble wrap would work. **OR** Lay the artwork square (top and bottom are level) on the floor - ensure no bright lights are highlighting any spot.
2. If the surface is shiny (metal, glass) do what you can to reduce the reflections. Be sure, before you snap, there are no reflections. Certainly, assure you are not reflected in the glass while taking the picture! You may need to use Photoshop to eliminate glare. Currently, we cannot list art with an unframed price due to the software we use without entering it as another piece which would double our workload.
4. If it is a gallery wrap, first be sure you list it on the spreadsheet under the green gallery wrap column. Then take a picture of it head-on assuring that all the edges are straight. Finally, if you can, take an angled picture that shows a bit of the finished wrapped edges so people know what that looks like. We will post both images online. It is not a required step.
5. Forward each picture (JPEG File) with your name and the name of the piece clearly labeled to your assigned sales manager. Title the piece in the file name. (ie: J. Doe, My Painting.JPG) so we know which entries are which.
6. Notify your sales manager if you need a photographer. We will assign a photographer to you before rehang day, if possible. You will then work with that person to have your photographs taken either prior to or on rehang day.

3D ARTWORK

1. The photograph should show the entire piece - frame, too. Take it from an angle that highlights the important parts of the piece. i.e.: If your piece has notable features inside and outside, submit views of the inside and outside. If your piece opens or closes, submit those two views, etc.
2. Photograph the work without glare or reflections.
3. Be sure the item is situated levelly in the photograph. Limit or eliminate shadows.
4. Forward each picture (JPEG File) with your name and the name of the piece clearly labeled to your assigned sales manager. Title the piece in the file name. (ie: My Sculpture, J. Doe.JPG) so we know which entries are which.
5. Notify your sales manager if you need a photographer. We will assign a photographer to you before rehang day, if possible. You will then work with that person to have your photographs taken either prior to or on rehang day.