

# Artists' Guide to the Gallery

This Guide contains details about the GCA Gallery policies and procedures.  
*Please review the entire Guide, to be clear on all aspects of the GCA Gallery.*

## Ground Rules

- Submittals are online only.
- 5 posted pieces per Artist in good standing.
- Up to 3 days to be posted.
- Percentage of sale price is deducted for sales tax and overhead costs.
- Artist pays applicable personal/income taxes. A W-9 or equivalent must be on file.
- GCA Gallery site is not intended as a forum to solicit custom work.
- Gallery website is viewable by anyone.

## Submitting a Gallery Request

- On the homepage: [grandclayarts.com](http://grandclayarts.com), "Submit a Gallery Request".
- Required: Artist's name and email, Title, Dimensions, Price, at least one photo.

## Photo Quality

- Photo quality is critical to the online presentation of the piece.
- See sample photos on the last page.
- The Gallery Team is available to help with photographing if needed.

## Online Gallery Website

- Pieces are listed alphabetically by Artist – first name first.
- Artists should check their posting for accuracy and completeness.

## Studio Display

- Pieces must be brought into the studio for display, when notified to do so by Gallery staff.
- Pieces must be tagged with Artist's name, price, title of piece. Tags are available in the studio.

## Artists Payments

- Checks only, on (approximately) a weekly basis.
- Amount is the sale price minus the overhead percentage.

## Gallery Policy Detail

- All members in good standing are invited to participate and may have up to five pieces for sale at a time. Good Standing means adequate service hours and no past-due charges.
- Intake is via the online form only. Find it on the homepage: [grandclayarts.com](http://grandclayarts.com). Artist's name, email, Title of the piece, Dimensions, Price, and one or two photos are required with each submission. A Description is optional.
- Allow up to 3 days for pieces to be posted. You will be notified when your submissions are completed, and you must bring your piece to the studio at that time.
- All pieces must have a studio tag with the artist's name, title of piece, and price. *These must match the online submission form!* Tags are available in the studio.
- Gallery staff will be checking for quality of work. Items that are unstable, broken, or have unsightly gluing or tape will be returned to the Artist.
- A percentage will be deducted from the sale price of each piece. This is to cover sales tax, credit card fees, CAM fees, and club expenses, such as packaging.
- When a piece is sold and marked SOLD OUT on the online Gallery, the Artist may submit another item.
- Artist is responsible for applicable taxes on their pottery sale income. A W-9 or equivalent must be on file with the Treasurer.
- Know that the website is available on the worldwide web, where anyone can peruse our Gallery.
- The GCA Gallery site is not intended as a forum to solicit custom work.
- The club is not responsible for any damage to or loss of artwork placed in the Gallery or at Markets. You will not be reimbursed for any damage or loss.

## The Online Form

Find the form on the homepage at [grandclayarts.com](http://grandclayarts.com), "Submit a Gallery Request".

You will be asked to log into the website, if you are not already logged in.

- *Title of Piece:* This is used to identify pieces in the studio, so use unique titles on each piece. Having a creative and descriptive title is a plus. Example: Use *Textured Desert Platter*, not just *Platter*.
- *Dimensions:* length by height by depth, or diameter by depth. Include unit of measure, e.g. inches.
- *Description:* Include information important to the buyer, such as food safe, dishwasher safe, will (or will not) hold water. If other items are shown in the photo, such as a stand, hanger, plants, etc., state whether these things are included in the price.
- *Price* is required.
- *Special Instructions:* For the buyer's benefit, specify any special handling or display constraints.

- *Photos:* The first photo will be shown on the main Gallery page. The second photo will be shown on a secondary page.
  - Please have unique names on your photos, i.e. not all named “image.jpg”.
  - Be sure the file is an actual photo (.jpeg, .jpg, or .PNG). No movie (.mov) or other filetypes.
  - Photos should be medium or full-size, not small or “thumbnail” size.

## Photo Quality

- Natural lighting is best. The piece should be well-lit, but free of glare.
- Frame the piece both horizontally and vertically.
- Be sure the piece appears level.
- A background in a neutral, subdued color works best to not distract from the piece.
- The Gallery Team is available to help with photographing.

*See the last page of this document for examples.*

## The Online Gallery

- Pieces are listed alphabetically by Artist – first name first.
- An “Advanced Search” feature allows buyers to find specific pieces by artist name or other attribute, such as “platter” or “food safe”.
- Sales may be made online, using the system’s payment interface. When a purchase is made online, an email confirmation is sent to the buyer and to the Gallery team. Arrangements will be made for the buyer to pick up their purchase.

## The Studio

- Pieces will be artfully arranged on the studio shelves to generate interest from passers-by.
- Bring your pieces to the studio as soon as possible after you are notified to do so by the Gallery team. Attach one of the provided tags; PRINT the Title, Artist, Price. Be sure this matches the submit form.
- The safety of the artwork is of utmost importance. Only the Gallery team may place or move pieces on the shelves.
- Depending on the quantity and size of pieces submitted, pieces may be moved around the studio to create the most pleasing display.
- Artists are not to move pieces. This creates an inventory management issue for the Gallery team and pieces may end up lost. Also, please refrain from requesting any specific placement of a piece.

## Rotating Inventory

- Artists should be attentive to the length of time a piece has been on display. Pieces that aren't selling should be replaced with newer items. This keeps the Gallery interesting to frequent visitors.
- Gallery staff will strive to keep the Gallery current, so artists may be asked to remove or replace a piece that is out of season or has been on the Gallery for a long time.
- Artists may request that a piece be brought back after it has been off for one month.

## Sales

### In-studio:

- In-studio sales are via credit card, using Square.
- Monitors will assist the buyers with their purchases.

### Online:

- Online sales are via the credit card interface.
- At the time of sale, the buyer has an opportunity to specify their desired pick-up date and time.
- The Gallery team will arrange to have the piece(s) wrapped and labeled for pick-up.

## Payment to Artists

- The Treasurer will process payments to Artists approximately weekly.
- Payment is by check only, which will be mailed or hand-delivered to the Artist.
- The amount is the sale price minus the overhead percentage.
- A W-9 or equivalent must be on file with the Treasurer before payment is processed.
- If a buyer refuses a piece that was bought online or returns a piece that is defective, the club is obligated to refund the cost. Refunds will be made by check to the buyer. The piece will be returned to the Artist.

## Photographing Your Pieces

Poor Lighting



Distracting Background



Skewed Viewpoint



Uneven Framing



Beautiful!

