

The Worcester Open Exhibition 23

Advice: 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 up for 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...etc.. additional costs...
- 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 under/over price your work. Additionally, if your aim is to sell your work/similar works do not submit work priced around £10,000 - as it is unlikely to sell in this context.
- If you are a professional, established artist we suggest you consider any known benchmarks for selling your artwork and do not devalue your work.

Selling your work through Worcester Open

- Worcester Open 23 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 the gallery team to contact you (the artist).
- All artworks will include; artist name, title, price and (if you wish so) a contact email or social media '@'.
- A red dot (sticker) will be placed by sold work in the gallery to indicate the sale.

- Artworks will be available for collection at the close of the exhibition only. Worcester Open 23 does not offer a delivery service.
- Buyers will fill out an Artwork Purchase Form before the work is given to them.
- Worcester Open 23 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 23 team as to the amount owed.
- 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 payment.

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.