



CALL FOR ART: Durham Art Guild's Art@Work Program

Art@Work is a newer DAG program designed to connect local artists to local businesses. The primary goal being to sell (or lease) local art to local businesses to be displayed in their corporate offices and private or public buildings. We aim to encourage local businesses and individuals to support local artists and display the original and amazing talent we have in this area. This call for art is for the purpose of building a database of local art and participating artists as a tool for DAG in promoting and marketing this program and the artists/artwork to Art@Work clients as new projects are cultivated. We have a couple exciting new partnerships in the works and we need to fill this database in order to more intentionally and efficiently move forward. We seek to present a diverse range of artists and artwork to a diverse range of businesses and clients.

ELIGIBILITY

We will be showcasing artwork images from this initial database to potential Art@Work clients for the period of one year. Clients may choose several pieces from one artist or pick and choose among multiple artists. DAG will serve as the intermediary between the database, the clients and the artists.

Since some clients will be looking for multiple works that are related, please only submit images for this database from a **cohesive** body of work. Cohesive means that the body of work has a clearly unified feel as a series and/or through the unified aesthetic of theme, content, color, material etc. It is in your best interest to present quality images of your work. DAG has the right to unsubmit and refund submissions from this database that we feel do not meet these important criteria. If you are questioning whether or not the body of work you wish to submit is cohesive, please contact us and we can help advise.

DAG will contact you to ensure that works are indeed still available if and when interest arises and DAG may also contact you with follow up questions or additional requests related to a specific project. It is in your best interest to respond in a timely manner to these requests as to not prolong or jeopardize a potential opportunity.

This program is open to all current members of the Durham Art Guild, and is another exciting newer benefit of Durham Art Guild membership. If you are not yet a member and are interested in participating in the Art@Work Program, DAG Exhibiting Artist membership dues are typically \$50.00 annually. Please visit www.durhamartguild.org and click the “members” tab to learn more about the great benefits of membership and other membership options. We aim to make DAG membership available to a wide variety of artists and art enthusiasts so we also have a discounted student membership and some limited scholarship options available thanks to a Membership Scholarship Fund.

SCHEDULE

This call will be an active rolling call for art for all of calendar year 2018. However, we are making a larger initial push during spring 2018 to get as many examples of art and participating artists as possible populated into this database for potential new Art@Work clients. If you are interested in this program, please do your best to submit your body of work this spring to maximize your submission. We will then be expanding our promotion of the program and DAG will evaluate the database annually moving forward.

SUBMISSION PROCESS

Submission is easy!

The entire submission process takes place online via our custom submission website, durhamartguild.slideroom.com . You can also copy and paste the link into your web browser. Simply visit the site, sign up for a User Account, or login to an existing account, and follow the easy submission steps.

IMPORTANT: When you get to the main page of the submission site, make sure to scroll down and select the Program Title of this specific call for art opportunity. The program title for Art@Work is: “Art@Work Program Artist Database 2018”

All current members of the Durham Art Guild are eligible to submit 5-10 original images from a cohesive body of work to be included in this database.

SUBMISSION REQUIREMENTS:

- Must be a DAG member
- FEE: \$12 payable by credit card. Processing fees are nonrefundable unless DAG deems the submission problematic for the criteria of this program.
 - This fee covers the cost for utilizing this online program for ease of artists, DAG and clients for review.
 - NOTE: If the cost of the application processing fee is preventing you from entering this opportunity, please email gallerydirector@durhamartguild.org to discuss some needs-based scholarship options.*
- For Two-Dimensional Artwork: 5-10 digital images of your artwork and only 1 image per piece of art.
- For Three-Dimensional Artwork: 5-10 images of your artwork and only 1 image for each piece of art.
- Images should be saved and submitted as jpg, png or gif files under 5MB.

- For each piece of artwork submitted, you will be asked to supply the following information with your Slideroom application: name of piece (if titled), year created, artwork medium, physical dimensions of artwork, and sale price. You will also have the option to add a brief description.
- Artwork should be more recent work preferably created within the last 5 years. If you are interested in submitting an older body of work specifically, please contact us with your inquiry and reasoning.
- DAG will work internally to “tag” submissions for organizing and searching purposes by price range and size range etc. to help match artists to project specifications.

PAYMENT AND TERMS

DAG will charge the clients of Art@Work a service fee typically 20% of their total project budget for covering:

- professional consulting and curatorial services
- review and selection facilitation
- coordination with selected artists
- installing and labeling the artwork
- payment processing
- other needed services outlined in the project arrangements with the client

This structure means that in Art@Work service arrangements DAG does not take a commission from the artists. Services DAG performs are covered by the business seeking art. These service fees also help to fund the growth of DAG and our programs.

In Art@Work purchase projects, artwork will primarily be selected by the clients and be sold at the full price as indicated and confirmed by the artist. Again, DAG will not take any commission from the sales of the works sold in Art@Work projects. DAG also handles all payments and collects and pays sales tax for purchases from these arrangements. Artist payment details and procedures will be set with each project.

If the Art@Work arrangement is a rotating artwork leasing arrangement, artwork will primarily be selected by the clients and coordinated on a case by case basis with additional policies. The artist will retain 5% of the full value of art on display per month for the amount of time that the work is on view. Rotating arrangements are only for half year or full year cycles. Artist payment details and procedures will be set with each project.

DELIVERY AND HANDLING

If your work is selected for an Art@Work project it must be hand delivered or shipped/arrived by an agreed upon date and timeframe communicated with you for the project.

If shipping your artwork, have packing, shipping and handling expenses pre-paid for shipment and return of unsold work, if applicable. We strongly recommend insuring your work for the sale price and encourage the use of FedEx, UPS or DHL.

Two-dimensional works must be properly framed (or professionally presented), thoroughly dry, and securely wired or securely able to mount on a wall. If there are other means for displaying or mounting your work that are unusual or relevant, please communicate accordingly with the DAG representative coordinating the project. Three-dimensional works must be ready for display on a pedestal (or other solid object), on the floor, or securely mountable to a wall if that is how they are intended for display.

DAG reserves the right to refuse any artwork it considers too fragile, heavy or dangerous to exhibit or that has extraordinary installation requirements. Liability and insurance details will be discussed with each client and project.

ADDITIONAL INFORMATION

If you have any questions or need further assistance please contact our Executive Director at gallerydirector@durhamartguild.org.

HOW WE GOT TO ART@WORK

The Durham Art Guild has built new unique partnerships over the last 4 years to create new opportunities for artists to showcase their work within the community. Through these rotating exhibition opportunities at the offices of the Triangle Community Foundation and the lobby of Castalia at Meadowmont, and the more recent purchase project with Lofts at Lakeview, we have learned so much about working with local businesses and we have learned a lot from the participating artists regarding their experiences and needs as well. Thus far in these initial partnerships we have showcased 26 artists in 3 new venues, sold 34 works of art to new patrons, and put over \$25,000 into the pockets of local artists. In a nutshell, we want to get more artists paid, we want to educate more businesses/individuals on the variety of talent available in the area, and we want to emphasize the importance of valuing and supporting local artists.

As this program expands we hope to advance our tools for showcasing and promoting the database. We also hope to advance towards connecting artists to new commission opportunities, public art opportunities, special installation or residency opportunities and more!

The Durham Art Guild is a nonprofit member-driven visual arts organization established in 1948. Our mission is to enrich and connect our communities by creating opportunities and providing leadership for current and future visual artists and art enthusiasts.

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