

4. Guide to getting your art ready

Preparing your artwork thoughtfully ensures your studio looks professional, cohesive, and inviting. Presentation directly influences how visitors perceive the value of your work.

Curate your space

Wall Space

- Hang larger pieces at eye level
- Keep spacing consistent between works
- Align pieces neatly for a clean, professional look
- Avoid overcrowding – allow each piece space to breathe

Tables & Plinths

- Use tables or plinths for smaller works or sculptures
- Ensure surfaces are stable and secure
- Position work at a comfortable viewing height
- Keep tabletops uncluttered and intentional

Lighting

- Use spotlights or lamps to highlight key pieces
- Choose warm lighting that enhances colours and textures
- Avoid glare on framed or glazed work
- Test your lighting at different times of day

Good lighting and thoughtful placement can dramatically elevate your presentation.

Is this for sale?

Never leave visitors guessing.

- Clearly display prices on each artwork
- Alternatively, provide an easily accessible price list
- If a piece is not for sale, clearly mark it “Display Only”

Clarity builds confidence and makes purchasing easier.

Consistent Pricing

- Having a clear pricing structure simplifies decision-making – for you and for buyers.
- A consistent formula also makes it easier to explain your pricing.

FORMULA 1: Square Inch × Dollar Amount

FORMULA 2: (Hourly Wage × Hours Spent) + Cost of Materials

Multiple price points

- Include a range of price options:
- Prints, sketches, small originals
- Make your art accessible to a wider audience

