



# Guide to getting your art ready

## Curate your space



- **Wall Space:** Hang larger pieces on the walls at eye level. Use consistent spacing and alignment.
- **Tables/Plinths:** Display smaller works or sculptures on tables or plinths. Ensure these are stable and at a comfortable viewing height.
- **Lighting:** Use spotlights or lamps to highlight key pieces. Ensure the lighting is warm and enhances the artwork.



## Is this for sale?

- Don't leave visitors in doubt, clearly display prices on your artwork or have an easily accessible price list.
- If you have an item that is for display only, ensure you clearly mark it 'display only'



## Consistent Pricing

- A good solution for many artists is to select a pricing formula that works well for your art form. Below are some formula options that can simplify your life, plus makes it easier to explain your prices to potential buyers

**FORMULA 1:** Square Inch × Dollar Amount

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



## Multiple price points

- Offering a range of price points is a fantastic strategy for making your art accessible to a wider audience. These can include prints, sketches, or small originals. People from all economic backgrounds visit the event and this gives everyone a chance to to aquire some of your work.