

June 2019 Member Newsletter

Art Talk - Tips, News, Resources

The fine line of pricing your artwork.

Art prices should not just be pulled out of thin air. You should be able to justify that your prices make sense, that they are fair in respect to certain art criteria.

- The depth of your resume
- Your previous sales history – not just one or two pieces
- The particulars of the market where you sell (if you are selling a used Porsche, you can ask more for it in Beverly Hills than a rural town in Iowa)

How to start:

If you don't have a consistent history of selling your art or your sales are erratic or you are making a major change... use the real estate technique – get comps. Compare your work to others. "But my art is unique". Of course it is. No matter how unique, it is still similar in certain ways to art by other artists. Just like cars, Porsche vs Ford mini-van. They both have 4 tires, windshield and a steering wheel. Look for art of similar size, shape, medium and type (abstract, representations, conceptual, etc.), depth of the artist's resume and where the artist has sold. (Beverly Hills vs Podunk, IA)

Explore your market – keep an open mind – research. This is part of "Work on Your Art".

Some artists use the time, material cost and labor equation. Other artists use a price per square inch method. Both are acceptable and give you a consistent methodology to pricing your art. You still should be looking at comparable work.

Just starting out... price on the lower side. You can always raise your prices; it is more difficult to lower your prices once you have publically shown.

Add different price points. That is not to say lower your prices on older pieces or pieces you really don't like – they shouldn't be shown! Keep in mind some people who really like your work just cannot afford a high ticket item. So give them a chance to buy something; a drawing, a study, or a card. Have affordable options, at different price points. Don't go from \$3,000 originals to \$5.00 cards.

The dilemma of "if it is priced too high people can't afford it, if it is priced to low they wonder what is wrong with it", is a real quandary. Art is considered a luxury item. As a luxury item, the buyer must have some disposable income. And yes, at every income level people like to find "deals", however luxury buyers typically do not want to feel they are buying the cheapest option available.

Above all, remember to **value yourself**.

Call to Entries

From **CaFÉ**

Littleton Fine Arts Guild

~and~



Presents

36th All Colorado at the Depot

https://artist.callforentry.org/festivals_unique_info.php?ID=6438

INDIVIDUAL MEMBER NEWS AND ANNOUNCEMENTS:

Lance Ray will have work displayed at Peak to Peak Brewery, 9735 E. Colfax, Denver, as Stapleton Artists' Featured Artist for the month of June.

June 4th Katy Tartakoff will be demonstrating how to photograph your artwork. For members only. Katy Tartakoff Studio, 8246 Northfield Blvd #2520, 80238 at 6:30.

June 19th at MCA's The Cube: Presentation "What Jurors Look For" . Valuable information on submitting your artwork to juried shows. 8371 Northfield Blvd, Suite C, at 6:30.

If you have individual art-related events to be posted in the newsletter, please submit to: stapletonarts@gmail.com

MEMBER OF THE MONTH

If you would like to be highlighted as the "Member of the Month", please submit your name, short bio/artist statement, website and a image of your work or headshot to stapletonarts@gmail.com

If you have information for the Stapleton Artists' Newsletter, please email stapletonarts@gmail.com