



InPractice

**Our Events
So Far**

Building + Retaining a Career after Art School

Studio Life, Exhibitions + Collaborations

**How to Navigate The Legal +
Financial Maze of Being an Artist**



www.painterstainersart.com

How to Navigate the Legal + Financial Maze of Being an Artist



The Panel

Kimberley Ahmet
Artists' Collecting
Society

John Martin
Gallerist

Stacie McCormick
Fair Art Fair and Unit 1
Gallery Workshop

Daniel Foley
Mishcon de Reya
Art Law

what you might
have missed from
this event

C O N T R A C T S

Daniel: 'I get nervous when I hear about exclusive contracts, marketing and branding. If so, then for how long do you have to commit? Remember you are handing over your whole practice.'

Stacie: 'You know those T&Cs that we all benignly scroll through...you should read them!'

Daniel: Some questions to ask yourself when signing a contract:

- > who is responsible for insuring the work during travel?
- > are you waiving any rights?
- > can you go on Instagram and show your works?'

'If applicable, have a look at an organisation's Annual Report at the Companies House website. Have they been around for a while?'

What is one thing that artists often forget?

Kimberley: 'Take good photos of your work - iPhone doesn't cut it! Borrow an SLR camera from your art school or if you get a professional photographer, make sure they waive their rights.'

John: 'Remember that being an artist means that you never really retire. Your work will be there for you whole life (and after that!). Make sure you make plans for your whole estate.'

Stacie's Tip
a-n The Artists
Information Company
has a tool for
calculating your rates

How to Price your Work

John: 'Don't double your prices every single year.'

Stacie: 'Think of the hours involved in creating a piece, the materials you have used, as well as what you have invested in your education and training.'

Don't look at the crazy prices out there, think of your own practice.'

Online Art Selling Platforms

Stacie:

(on creating the Fair Art Fair App)

‘It is not a matter of disrupting galleries and dealers, but filling a missing space.’

John: ‘A gallery our size can only work with 20-25 artists a year, so any online initiatives that complement the traditional art dealer model are only making the sector stronger.’

Really??

It’s actually ok to
approach a gallery?
...advice by a gallerist:

John: ‘Find galleries you like that represent artists that you identify with.’

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**Online Visibility
without
overwhelming**

Wed 07 February 2024

Painters' Hall

5:00 to 7:00pm

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Book your FREE place at www.painterstainersart.com

**and the
One After**

**. Making Sales .
The Shifting
Landscape**

Wed 24 April 2024