

Gallery Representation Guidelines:

The James Schot Gallery and Photo Studio is fully dedicated to representing only two dimensional Fine Art Photography and three dimensional Sculptures. Artists we represent are from around the world. We will review submissions by artists working in either medium and looking for representation.

The gallery opened in the winter season 2007. It was designed specifically to be a professional environment and a premium showcase to compliment and promote the visual arts. We provide a dynamic, contemporary setting, exceptional lighting focused on art and clean unobstructed displays. The Home page and other tours through previous exhibits will visually show, better than words, how your images will look when you showcase your work here.

The Gallery is located on the primary street running through Fort Lauderdale, known as Federal Highway or US1, just up the street from Whole Foods and Barnes & Nobles, directly across from Best Buy and among other pre-imminent national retail businesses and restaurants. It is estimated tens of thousands of vehicles travel this stretch of road daily, making it a highly desirable location. The interior of the Gallery offers 1300 square feet of floor space.

We are a primary source for corporations, collectors, designers, consultants, corporations, architects and museums for fine art photography and sculpture, and a vital connection to these sources for artists.

We have established a reputation for exhibiting and representing art embodying and achieving a high standard of skill and creativity, and represent established and emerging contemporary artists. To enter into this group and into a commitment to promote your art, we invite you, the Artist, to place your photography or sculpture in consideration using our *submissions* guidelines.

It is worth mentioning that dealing in fine art photography, which is rarely one of a kind and most often offered in limited editions, is particularly unique and challenging to market. Another major factor in the art marketplace having a major impact for artists and galleries is the Internet (see FAQ for more details). With this in mind, the gallery has been structured to meet these challenges.

Sculptures offering three dimensional, one-of-a-kind artwork are frequently requested to create commissioned pieces, generated from what is displayed on the Gallery floor.

With this in mind, using the information below and the *Gallery Layout Blueprint* will guide you to make selections to fit your needs, which are then implemented by signing the *Gallery/Artist – Representation Agreement*.

Representation for Photography and Sculpture:

Select representation is open to all submissions from photographers and sculptors. Acceptance is based on the quality of work and that its style or theme fits into the gallery portfolio and scheduled exhibits.

There are limited restrictions with this representation. You can present and have your artwork for sale on your own website, or be exhibiting in any other gallery, outside of Broward County, Florida, at the same time. It allows for an established or emerging artist to use the gallery and its website as a showcase outside your local home or to exhibit in this area if you are not local, to send perspective customers or have gallery customers view your work.

Artists who have a website are required to link the James Schot Gallery and Photo Studio from their main page or otherwise a page clearly established to provide links, and be listed as a representative Gallery with your artwork.

To get the process moving forward:

1] SUBMISSION - Complete and submit samples of your artwork following the *submissions* guidelines. Give us at least thirty days to consider inclusion of your artwork.

2] ON ACCEPTANCE: With acknowledgement that we can represent you – your artwork, please download, complete, sign, and mail the Representation and Consignment Agreement to the James Schot Gallery and Photo Studio, 2800 N. Federal Highway, Ft. Lauderdale, FL. 33306. This agreement can be downloaded from the resource section/forms at www.jamesschotgallerystudio.com.

Please note the James Schot Gallery and Photo Studio requires a fee as selected by the Artist selected from the Gallery Map and based on any desired inclusions outlined below to cover administration costs and overhead in displaying and promoting of your artwork.

3] FEATURED ARTIST EXHIBIT: With acceptance and a signed annual agreement you will be placed on the annual Gallery Exhibit Schedule (see below) as a featured artist providing a minimum of thirty four (34) feet has been agreed to by artist. This will include a) an opening event to meet the artist, that will include wine and hors d'oeuvres, b) featured placement on the gallery web site, c) press releases to all local media resources and national art and photography media, d) 5x8 full color glossy 16pt stock postcards that will be distributed by the gallery and will be available to the artist for distribution, e) e-mail announcements

our extensive database, and f) art networking to designers, decorators, corporate consultants, dealers, publishers, and other galleries.

4] CONTINUED PROMOTION: After the opening exhibit your artwork will continue to be promoted at the gallery and through the gallery web site for the term of one year. We also have two large screen plasma screens and recommend you to create a DVD of your artwork we can randomly display or show to interested parties desiring to see more of your artwork.

5] ARTIST DISPLAYS: For Artist exhibiting their work on a selection of less than thirty four feet required to be a “featured artist,” but with a minimum of twelve (12) will be promoted by name in one month exhibition along with the “featured” artist, and this includes web site exposure and other promotion for one year. For less space to exhibit, please inquire about availability

Gallery Exhibit Schedule:

The James Schot Gallery will have its exhibition schedule based on 1) a monthly schedule, with start dates mid month, and 2) the artist selection from the *Gallery Layout Blueprint* and inclusions outlined (above) in the *Gallery Representation Guidelines*.

The Gallery keeps the right to adjust the schedule to meet extenuating circumstances and changing trends, but any change will never reduce the time period of any exhibit.

The Gallery offers a perfect framework to display your art. It maintains complete control over of how and where the work will be displayed, keeping in mind any request for window space. Art will not be crammed into a space. Our exhibits are based on a quality presentation and not the quantity in a presentation.

Additional Information:

A Reception is held for each scheduled exhibit, and the exact date will be announced well in advance so artists can plan in advance their attendance, although this is not required. It will include light hors d'oeuvres and wine. Your Presentation is important to the success of the exhibit, and the gallery requires photography be framed and ready to hang. For more information on printing and framing see FAQ's. Sculpture is unique and requires pedestals

specific to each piece to be displayed, which may require renting display platforms that are suitable to the piece?

The artist Portfolio will have a representational selection displayed on the gallery web site of a half to a full dozen pieces and will invite and advice interested buyers to your larger selection. Pricing will not be presented. Also provide the gallery with a complete selection of your work on a DVD. This will be periodically displayed on one of (two) fifty inch plasma displays.

Promotional Postcards will be printed along with other methods to feature and spotlight your forthcoming exhibit. This postcard is 8.5x5.5 inch in size on 14pt stock. The design for the postcard is also used for e-mail and Internet promotional purposes. You, the artist, have an important role in supporting your (and all) gallery exhibit(s). With this in mind, let us know how many printed postcards will be needed by you to circulate. An e-mail version will also be available to you.

General Assistance will always be extended to the best of our ability to further your career, and we share our experience and knowledge of the art marketplace and all the resources that can be useful to you in meeting your objectives.

You will find further details to representation in the agreement and other questions may be answered by FAQ's below.

Frequently Asked Questions (FAQ)

Please explain the fee.

There are two types (or levels) of representation for photography artists (does not apply to sculptors) and both require a fee (*see representations agreement forms*) to cover expenses covering marketing and exhibiting artists. At the same time commission fees are significantly reduced for the gallery.

The trend for all galleries is progressing to a fee structure. This provides a much greater freedom for the artist to sell on the web and find other representation. Another aspect significantly entering into this policy is the unique nature of photography in that it is an easily reproducible art form, making it difficult to monitor, and in this way this type of venue becomes even more suitable for this gallery to embrace.

How can I handle payment?

We ask for payment upon entering into an agreement with this gallery, or otherwise a half payment with a balance due prior your opening exhibit. Check, Money Order, Payroll, Credit Cards are all acceptable.

What do I need to send for an exhibition?

Size of your pieces has much to do with how many pieces to present. The gallery finds larger sizes have more impact. The *Gallery Layout Blueprint* has all the space information needed to determine what is possible. The moving wall is nearly 8 feet tall and the center point for optimal display height is 66 inches. Again note, we avoid compressing a lot of pieces into the space ... as with any fine presentation less is more.

What information is needed?

The gallery needs a short bio and artist statement. We need the title of each image, its print and framed size, with the print signed, and the price point. Please provide all this information piece by piece clearly in a Word Document. In addition, we need web size (72ppi) jpg files of your work, from a half to full dozen representing different pieces. Include with this also two images approximately 2X3 inch in size at 300ppi for postcard printing. A DVD of your work for plasma screen presentation is not required, but is also helpful in promoting your artwork.

How is it best to send things needed? You can best e-mail the jpg's, or otherwise mail them to the James Schot Gallery at 2800 N. Federal Hwy., in Ft. Lauderdale, FL. 33306. The DVD obviously would have to be mailed. Please test your product on a DVD player to be sure it works. Making one requires special Mac or PC software.

What about the price point? We would first welcome the Artist to determine the price point for their art. We like to be as supportive as possible to the career of an artist and our experience and knowledge can be helpful in helping you determine what will be best for you.

First understand no one has a perfect formula for making a definitive determination of the right price point. The key factors considered are the size of the artwork, the cost of materials in its presentation, the number of editions, and the status of the artist. Photography does not garner the same prices as paintings and sculpture. If you are an unknown it is suggested to begin modestly in setting your price and build steadily upward, as this will best for your career.

Do you offer printing? Yes, Giclee printing information can be found under the Studio section. We have printed for many artists and other customers.

Can you frame my artwork? Presently we do not, but will provide several resources that are reliable, do good work, and charge reasonable fees. With the information we provide you can work with them directly.

Please feel free to ask other questions (possibly to add to this list).