

## **ARTIST APPLICATION PACKAGE**

### **OUR PROGRAM**

Arts Etobicoke is a not-for-profit arts council, which is committed to “*enriching community life by developing a widespread appreciation, support and involvement with the Arts.*” The art rental and sales service was established in 1985 primarily to assist artists in the west Toronto area to connect with the corporate community for the purpose of displaying their artwork. Our service has grown substantially and the Corporate Art Collection, as the service is now called, now represents over 40 artists and provides artwork to many businesses throughout the GTA and surrounding areas.

### **Bringing Canadian art to Canadian businesses...**

We welcome all artists, using various artistic media - painting, drawing, printmaking, photography, textile arts, blown glass, ceramics, sculpture - to apply for representation in the Corporate Art Collection. Through our service we are able to align artists with the corporate community, thus bringing business and the arts together for mutual benefit.

### **Through our program ...**

Artists can expect to:

- generate rental and sales revenue from their works
- establish a profile within the corporate community
- gain valuable exposure to the corporate sector

Businesses benefit from our service's with:

- on site presentation, consultation and recommendations
- a vast selection of original works by various artists
- the enrichment of their corporate culture work environment
- the opportunity to contribute to the arts in Canada

Also included in this package, you will find information outlining the standards for artwork submission; program policies and the rental/sales fee structure. These will be the policies and standards that you will agree to in signing the Artist's Agreement.

## **ARTIST APPLICATION PROCESS**

Please provide the following to Arts Etobicoke (by mail or drop off):

- 1. Completed Artist Application Form** (attached)
- 2. Curriculum Vitae**
- 3. Artist's Statement**
- 4. CD of artwork** (in jpeg format) **10-20 images**
- 5. Corresponding catalogue indicating**
  - Title
  - Medium
  - Finished (framed) Size in inches – Indicate if finished work is unframed
  - Value/Purchase Price
- 6. Any other information you feel would be important or helpful**

Submit to      Graham Curry, Art Rental Consultant  
                     Arts Etobicoke  
                     4893A Dundas Street West  
                     Toronto, ON M9A 1B2

An Artist's Agreement will be sent for signature once an artist is accepted into the program.

**For more information or clarification, call 416-622-3699 or e-mail  
graham@artsetobicoke.com**



# ARTIST APPLICATION FORM

Name \_\_\_\_\_

Home Address \_\_\_\_\_  
Street Apt, Unit, TH

\_\_\_\_\_ Home Telephone \_\_\_\_\_  
Postal Code

Studio Address \_\_\_\_\_  
(if applicable) Street Apt, Unit, TH

\_\_\_\_\_ Studio Telephone \_\_\_\_\_  
Postal Code

Email \_\_\_\_\_ Cell Phone # \_\_\_\_\_  
\_\_\_\_\_

Fax # \_\_\_\_\_ Website \_\_\_\_\_

## I have included...

- Curriculum Vitae
- CD of artwork (jpeg format) available for rental and sale (min. 10 works)
- Price list (including dimensions, titles and medium)
- Other information (press clippings, invitations, etc.)

## I learned about your program through...

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
ARTIST'S SIGNATURE

## **ARTIST AGREEMENT INFORMATION**

### **ARTIST ELIGIBILITY**

Artists applying to the program should be prolific enough to have a minimum of ten works available for rental or sale when possible, be able to meet Arts Etobicoke's Standards for Artwork Submission and, must be willing to adhere to the following program policies and work within procedure guidelines. Also:

- Only artists with established price lists are eligible.
- Only original works of art may be submitted.
- Artists must have up-to-date curriculum vitae.

### **STANDARDS FOR ARTWORK SUBMISSION**

1. The artists must provide both digitized images of their work for submission in jpeg format (burned to CD, low resolution). These must be accompanied by and referenced to a typewritten catalogue listing Title, Medium, Finished (framed) Size (inches), Value/Purchase Price.
2. All artwork must be properly mounted and in top condition for display:
  - Paintings and works on paper must be professionally matted and framed; damaged frames/glass is unacceptable.
  - Unframed works are to be finished (painted) on all four sides and marked "unframed work" in the catalogue.
  - Hooks, wire and other necessary hanging accessories must be in excellent condition and meet professional guidelines
  - Each piece must be labeled on the back with title, medium, price and artist's name.

### **PROGRAM POLICIES**

1. The artist must maintain a current Arts Etobicoke Individual Membership (\$45).
2. The artist is required to provide specified basic information in writing along with a biography for the purpose of developing an Artist Profile.
3. The Purchase Price of the artworks is established by the artist. It is understood that the Purchase Price set by the artist is the same whether the work is marketed by the artist

directly or through the Corporate Art Collection. Any price changes are to be immediately communicated in writing (email) by the artist to the program Manager.

4. Acceptance and suitability of the artwork for the program is at the sole discretion of the Selection Committee and/or the program Manager.
5. The artist is required to have full understanding of the Corporate Art Collection **Rental Contract Terms & Conditions** and be willing, in all circumstances, to comply. A copy will be provided upon acceptance into the program.
6. Arts Etobicoke acts on behalf of the Artist as their agent in all dealings with the Client. An Artist Agreement, clarifying the relationship between the artist, Arts Etobicoke and the client, must be signed by the artist and Arts Etobicoke.
7. Any artwork accepted into the program may, from time to time and without prior consent from the Artist, be reproduced for promotional or publicity purposes only. This may involve the reproduction of photographs, slides, digital images or video tape. Such reproductions are the property of Arts Etobicoke and not subject to fees or royalties.

The Arts Etobicoke office is the "central depot" from (and to) which all artwork delivered and picked up. Transportation to the client, installation, subsequent take-down and transportation back to Arts Etobicoke is performed by a professional art installation company as arranged and co-ordinated by Arts Etobicoke at the expense of the client. THEREFORE, it is imperative that the artist delivers/picks up his or her artwork to/from Arts Etobicoke, within the allotted time period (2 business days) and during normal business hours – 9:30 a.m. to 4:30 p.m. Monday thru Friday.

In some cases when an artist is unable to deliver or pick-up their works, Arts Etobicoke can make special arrangements. This is a contingency that is only possible under specific circumstances and is dependent on client approval and available budget.

Should a work of art, which has been accepted into the program, become unavailable, it is the responsibility of the artist to immediately notify the Manager. Non-compliance with this policy could result in the Artist's works not being shown to prospective clients.

## **RENTAL PERIODS AND FEES**

Rental periods of six months or one year are offered on all works represented in the collection with an option to renew (it is recommended that clients renew no more than twice) the rental contract or purchase the artwork. Rental Fees are based on the value/purchase price of the artwork as established by the artist and listed in the Collection's electronic database's catalogue of artworks. Should the artist make changes to the value/purchase price, they must notify the Manager, Corporate Art Collection, in writing (email). If the changes are for works out on rental, then the rental adjustment will not be instituted until the end of the current rental period. Arts Etobicoke invoices the clients for the entire rental period in advance and subsequently pays the artist.

Artist should notify Arts Etobicoke if their artwork is required for exhibition purposes at a later date, therefore limiting the length of their rental period.

| <b><u>RENTAL FEE SCHEDULE</u></b>   |                          |
|-------------------------------------|--------------------------|
| <b><u>Artwork</u></b>               | <b><u>Monthly</u></b>    |
| <b><u>Value/ Purchase Price</u></b> | <b><u>Rental Fee</u></b> |
| up to \$499                         | \$10                     |
| \$500 ~ \$999                       | \$20                     |
| \$1000 ~ \$1999                     | \$30                     |
| \$2000 ~ \$2999                     | \$40                     |
| \$3000 ~ \$3999                     | \$50                     |
| \$4000 ~ \$4999                     | \$60                     |
| \$5000 ~ \$5999                     | \$70                     |
| \$6000 ~ \$6999                     | \$80                     |
| \$7000 ~ \$7999                     | \$90                     |

## **REVENUE SPLIT AND PAYMENT**

At the present time, the artist receives 55% of all revenues from the rental and sale of their artwork. Arts Etobicoke retains 45% to cover costs such as administration, advertising/promotion, consultant's fees and general programming costs. Artist cheques are generated quarterly based on paid invoices. Amounts owing to artists on any invoices outstanding at the time of the quarterly cheque disbursement, then they are paid in the subsequent period. Arts Etobicoke exercises due diligence in making every effort to ensure that accounts are collected in a prompt and business-like manner. However, the organization cannot assume liability for late or unpaid amounts. Arts Etobicoke undertakes, at its own discretion, to remove artwork from the premises of delinquent clients.

## **CLIENT DISCOUNTS**

As an incentive, Arts Etobicoke does, from time to time, exercise the right to extend rental or sales discounts to the Client. The cost of such is always absorbed directly by the program (Arts Etobicoke) and does not, in any way, impact the percentage or amounts normally due to the artist.

## **SALE OF ARTWORK / COMMISSIONED WORK**

Sales of artwork are handled by Arts Etobicoke at the value/purchase price established by the artist. As an incentive, 50% of the last rental fee paid is deducted from the sale price. As artist's agent, Arts Etobicoke promotes commissioned work. The revenue split is the same on the sale of artwork and commissions as for rentals. Upon receipt of payment from the client, a cheque for the appropriate amount is issued to the artist.

## **ARTS ETOBICOKE GALLERY**

With the recent addition of Arts Etobicoke's gallery space (located in our new office at 4893A Dundas Street West), Arts Etobicoke will eventually be able to offer exhibition programming to it's members. Still in the planning process, the gallery currently supports the Council's programming mandate only. Gallery sales will be based on a 30% (Arts Etobicoke) 70% (artist) commission structure.

## **PST & GST**

PST and GST are applicable on both rental and sale of art. Arts Etobicoke adds PST and GST to the Client's invoice and makes the necessary government remittances. If the Artist is registered for GST, their commission cheque will include applicable GST. The artist must provide Arts Etobicoke with their GST registration number if applicable.

## **INSURANCE, LIABILITY AND RISK MANAGEMENT**

**There are inherent risks involved in the moving about of artwork. This includes the environments in which works are stored and displayed. We advise you that our premises and that of our clients is not of museum standards - humidity, temperature, security.**

- **THE ARTIST** It is ascertained that the artist has coverage on his/her own works.
- **THE INSTALLATION COMPANY** The transportation between the Arts Etobicoke and the Clients' premises and the installation is arranged by the Manager, Corporate Art Collection with a professional installation company that accepts responsibility and carries ample insurance to cover loss or damage to the artworks during transit and installation. Therefore, under these circumstances, it is the installation company, not Arts Etobicoke that is liable for loss or damages during transit or installation.
- **THE CLIENT** As stipulated in the Rental Contract, "the Lessee (client) shall insure the Artwork in an amount equal to the Purchase Price/Value, with an all-risk insurance policy. Failing this, the Lessee shall assume responsibility for any loss or damage.
- **ARTS ETOBICOKE** Arts Etobicoke carries \$25,000 Fine Arts Coverage in its insurance policy. In view of this limited coverage and the high volume of artworks of art passing through this "central depot", Arts Etobicoke must limit its responsibility to a maximum of 48 hours for each piece of artwork (each occasion). Therefore, adherence to Policy 8. is

critical and leaving artwork at Arts Etobicoke for longer than 2 business days is at the artist's own risk with respect to insurance coverage, preservation and security.

## **MARKETING THE PROGRAM, PROMOTION, NETWORKING**

Arts Etobicoke's management staff has developed a comprehensive marketing plan that includes exceptional promotional materials, editorials and year-round networking activities within the corporate and design communities. Every affordable opportunity is taken to place our artists and their works in front of prospective clients. The most up-to-date presentation methods are engaged to place our program on the cutting edge of today's technologically minded clients. Our personal client service, on the other hand, lets our prospective and long-standing clients know that their satisfaction is at the forefront of our activities.