

STUDIO DIRECT

StudioDirect curates and showcases a selection of emerging Australian artists through the Michael Reid Murrurundi website. It is a platform which allows artworks to be acquired directly from the artist's studio. After a work is purchased from StudioDirect, the artwork will be shipped from the artist's studio to the collector, via tracked Australia Post. The gallery approves all works on offer in StudioDirect. Our curatorial eye, and reputation for excellence assures both artists and collectors that they are in the best of hands, dealing with one of the most respected galleries in the Australian art market.

PRICING AND COMMISSION:

- All artists submit work for selection following the instructions on the attached form – see below.
- The Artist lists the price they would like to retain for the sale of the work *including the Australia Post costs* (We suggest adding an additional \$50 as a guide. Shipping costs are the artist's responsibility).
- The gallery adds a 30% commission to this amount. This is the listed sale price.
- The gallery handles the sale transaction.
- Artworks are purchased through the gallery's PayPal facility.
- Artworks are shipped by the artist, direct to collector.
- Artists have 5 business days within which to ship their artwork upon notification of sale.
- Shipping must include tracking or signature on delivery
- The Artist is paid upon submission of the following: — Australia Post Tracked Parcel receipt. — Invoice for the agreed artist share (ABN + GST status).
- The artist is responsible for accounting for all packing costs, materials and postage costs when submitting a work.

WEBSITE AND MARKETING:

- Active online listings under the Michael Reid Murrurundi brand
- Functional sales platform with very targeted website traffic
- Dedicated SEO campaigns to increase traffic to StudioDirect
- Association with one of the most respected galleries in Australia
- Opportunity to be considered for future exhibitions

SUBMISSION REQUIREMENTS:

- All submissions to be made via email.
- Artists may submit up to 5 artworks for consideration.
- Submissions will be approved for StudioDirect by our curatorial team.
- All artworks must be two-dimensional and ready to hang with d-rings or hanging wire.
- All artworks must be the artist's own work.
- No artworks framed behind glass.
- No artworks over 100cm x 100 cm.
- Artworks are not held or handled by the Murrurundi gallery.
- If a work is listed with StudioDirect, it cannot be listed for sale elsewhere (to avoid the risk of double selling). If the artist wishes to sell the work elsewhere, please notify the gallery and the work will be removed within 48hrs.

ARTWORK SUBMISSION FORM

(Copy & Paste into blank email)

Subject: STUDIODIRECT SUBMISSION:

(Artist Name)

Name:

Title, Year:

Materials:

Dimensions:

Edition:

(if applicable)

Total amount to be received by artist:

(including estimated shipping costs, MR suggests approx. \$50)

Sale Price to be listed on StudioDirect:

Artist Total 70% + Gallery Commission 30% = Sale Price 100%

or

(Artist Total / 7) X 10 = Sale Price

Registered for GST? (Y/N)

Image attached?: (Y/N)

(File requirements: (ArtistName_Title).jpg – 1500px wide at 72dpi)