

ARTIST APPLICATION

Information for selected artists for FSG Online Gallery

12 month agreement - from 1 July 2024 - 30 June 2025

FERN STREET GALLERY ONLINE GALLERY

Fern Street Gallery (FSG) was established in October 2018 and we have been embraced as a relevant part of the art world by dedicated collectors who have either met us in the Gallery, discovered us on our website or have met us at Art Fairs across Australia. We are a professional award winning gallery with a select and committed team of Artists, providing a platform to showcase each artists distinct style of art. We are now seeking new artists to join us with a online presence on our Contemporary Art Gallery Website, allowing our collectors and interior designers to have access to a broader range of art from our select artists.

Our online Gallery website is seeking artists to be affiliated and showcased on our online Gallery as Fern Street Gallery Artists. This will be for a 12 month agreement and an invite to renew may be offered to continue as a artist at the end of the 12 month agreement. This opportunity will be by invite only by the Director of Fern Street Gallery, so if you are receiving this information you are the type of artist we would like to represent as a Fern Street Gallery Artist on our Online Gallery platform. Your art will be represented on our Gallery Website and available for our collectors to purchase. You will have the opportunity to have 8-16 Original artworks 2 pages of original art on display on our Gallery Website. The artworks you decide to submit to showcase on our online gallery would be exclusive to Fern Street Gallery, the selected artworks accepted would be available for collectors and interior designers to purchase from our established Gallery. Artworks submitted to our online gallery would not be available on other platforms or similar websites or sold privately. Being exclusive with the 8 - 16 artworks showcased on our FSG on line gallery website under your name is beneficial for both of us, to keep our already existing collectors know you are currently represented by Fern Street Gallery with these pieces. The collectors are already familiar with us as a contemporary art gallery and they trust our Gallery to consistently deliver quality art to them.

You would promote on your social media platforms or website the selected artworks being available through Fern Street Gallery with a link from your website or socials directly to our website for purchase. We are building up a professional connection with you and our audience of collectors and designers. We are a established contemporary art gallery who would be representing you as a Fern Street Gallery artist on our online platform. Loyalty and trust is a requirement for us to build a strong relationship with our brand and yours.

How to submit your application

To submit your interest in joining our online gallery and being represented as a Fern Street Gallery Artist, please send your completed Application Form (attached below) via email to the gallery's Director Kerry Bruce at art@fernstreetgallery.com.au

Details:

Artists will have up to 16 original artworks available online for purchase exclusively through Fern Street Gallery. Your online presence as a Fern Street Gallery Artist will have a short Bio about you and your art. You will be in our drop down menu of All Artists with your name above your artwork and your Bio. Details of image dimensions and requirements will be sent to you once your application has been accepted. Your participation

to be a Artist with Fern Street Gallery will have a yearly non refundable fee of \$1500 +gst - this covers all behind the scenes uploading and ongoing online gallery services associated with you being a FSG Artist. On each sale 34% commission plus 6% gallery admin fees in total will come out of each artwork sale.

(34%commission plus 6% admin fee) Delivery is calculated on top of each sale and charged to our purchaser. You will not have to worry about including the delivery costs into your sale price. We calculate an estimate worked out on size and weight for each artwork for shipping on the online gallery and this is added to the sale for the purchaser to pay on top of the artwork. You will be reimbursed for the agreed shipping/delivery costs once a receipt is emailed to art@fernstreetgallery.com.au with amount you have paid for packaging, insurance and delivery. This charge and handling fee is separate to the below example for a artwork sale. (FYI no delivery/shipping fee is showing in the below example).

EXAMPLE SALE OF ARTWORK:

Sale of Artwork	\$1000
40% commission/admin fee	\$400
<u>TOTAL PAID TO ARTIST</u>	<u>\$600</u>

Deliver & Packing charge is on top of this art sale payment and will paid to you once you have organised delivery and I receive your receipt for the agreed costs.

There is a higher point of sales fees in some situations (After pay 6.5% and PayPal 5% is in addition to the credit card fees) with this online gallery, which will come out of each sale. Packaging and freight has been added at the end of point of sale with each piece of art. Each Artist will be responsible to ensure that you correctly package, insure and organise delivery with a reputable courier of the sold work to the customer so it arrives safe and undamaged - Fern Street Gallery will not be responsible for any damages or loss in transit - so please ensure you have insured each artwork appropriately that has been sold through our online gallery. Once you have packaged and organised this delivery to the customer - you will send a email with the receipt for reimbursement to the director art@fernstreetgallery.com.au to be included with your artwork sale payment. The Director of Fern Street Gallery will notify you as soon as your artwork is sold for you to attend to the artwork being delivered as per above packing requirements. Once payment has arrived into Fern Street Gallery's bank account for the sold artwork - the artwork will be shipped out direct from you. The lines of communication will be open for this process to be handled smoothly with both yourself and Kerry Bruce.

Opportunities as a Fern Street Gallery Artist:

One of the great benefits of being a Fern Street Gallery Artist is that you will always be considered for any opportunities that the gallery gets involved in. I am constantly working on promoting the gallery and include all Artists in any way we can to get you more exposure, sales and opportunities. The Gallery always have focus on being inclusive and fair in anything we do to support you and your art. You should always consider whether the opportunities presented are right for you and your artwork and make your own considered decisions on this.

Also, there may be times where clients will not choose to have your specific artworks included in a project. Please know that although we will always do everything we can to include everyone equally, the final decisions lies with the clients or organisers of these purchases or events and are out of our control.

Exhibitions and Art Fairs:

Intent is to have select opportunities to curate and showcase in various art fairs (AAF Sydney Brisbane and Melbourne 2025) These opportunities will be via invitation by the director of Fern Street Gallery with a curated collection for each opportunity. If you are offered a place as a FSG artist there will be additional exhibition fees for each of these fairs of approximately \$2500 - \$3000 per fair. Details to be confirmed for each fair as soon

as I know all costs involved along with the number of artists who would be accepting the invitation for this opportunity. This is one future point of personal contact and sales for our collectors to visit us at these fairs along with all the new collectors who will discover us at the fair. This will again build our online following and new clients that can purchase and follow the Gallery Artists on our online gallery website.

Exhibitions will be curated on a virtual digital platform to be published throughout the year via our newsletter and marketed via our current social media channels. Opportunities for participation in virtual exhibitions may be offered throughout the year. Participation will be at the Gallery Directors discretion.

Payments to Artists:

Art Sales will be calculated monthly with your payment from the previous month paid to you no later than the 15th of the following month. You will be paid the balance after Gallery commission and admin fees have been calculated. *(As per above example)*

Please note: -Works are being sold subject to an agreement of art on Consignment on our online gallery. Fern Street Gallery acts as the Artists Agent - the customers are purchasing the work directly from the Artist via our online platform.

Successful applicants:

Once I receive your application, I will be in touch to confirm your place as a New Artist with Fern Street Gallery. I will then send you all necessary website requirements to add you as one of FSG artists. You will also receive your invoice for your 12 month Artist Fee. \$1500+gst Paid in advance for the year 1 July - 30 June. We are looking forward to welcoming you to our Gallery. We strive to build a thriving community of like-minded creatives and want your experience with Fern Street Gallery to be a warm, welcoming and enjoyable. Please do not hesitate to be in touch if I can further assist you on your path to becoming a Artist with our award winning Gallery.

Please see examples of other Artists online gallery page:-
<https://fernstreetgallery.com.au/collections/gillie-and-marc>

In art together.

Kerry Bruce

Director at Fern Street Gallery

0418 463 207

FERN STREET GALLERY

www.fernstreetgallery.com.au

art@fernstreetgallery.com.au - @fernstreetgallery

ARTIST APPLICATION FORM

ONLINE GALLERY APPLICATION FOR ARTISTS FERN STREET GALLERY

WWW.FERNSTREETGALLERY.COM.AU

You must read the document 'Artist Application' before submitting this application.

APPLICANTS NAME:

ADDRESS:

EMAIL:

PHONE:

ABN:

BANK DEPOSIT DETAILS FOR ART SALES:

WEBSITE:

FACEBOOK & INSTAGRAM:

BRIEF DESCRIPTION OF YOUR ART FOR YOUR ON LINE PAGE.

Once you have been accepted a email will be sent out with image sizes to be submitted - Please send the images via We Transfer in a file with all artwork details as per email instructions.

Please email application form and required attachments to Kerry art@fernstreetgallery.com.au

I agree to pay to Fern Street Gallery the 12 month non refundable fee of \$1500+gst to be a Fern Street Gallery online artist over the next 12 months. 1 July 2024 - 30 June 2025.

You will be invoiced separately for this fee + gst.

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Signature of applicant

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Date of application