



# AFRIKANIZM ART

ARTIST'S GUIDE

## **THE FIRST STEP**

The Afrikanizm Art is the platform that will give you the opportunity to make your works known to a global community of African art lovers and collectors. To enter you will not need to pay any fees and each sale will convert into 75% profit.

Afrikanizm is concerned with making available and publicizing the works of each artist, while your concern is to ensure that the works are sent to the final customer, and the logistics, as well as the costs of packaging materials (envelopes and tubes of shipping) are under the responsibility of our partners, depending on the availability of the material in store. If the partner does not have the material available, it will be borne by the artist.

Payments are secure via bank transfer to ensure our artists and collectors are financially protected with every sale. Review the step-by-step checklist to start selling your works at Afrikanizm Art Gallery.

**Take note: If the first contact was made by you, we ask you to fill out the form that is available on our platform or to send us an email with your portfolio and with informing us of your intention to enter. If you are selected, we will contact you and you can send us the information below.**

### **IDENTIFICATION DOCUMENT**

In order for us to verify your legal name and identity, please send an identification document, such as an identity card, passport or driving license, to the email address: [laura.leal@afrikanizm.com](mailto:laura.leal@afrikanizm.com).

Note: All documents must be legible and have a photo included.

### **PHOTOGRAPHS OF WORKS OF ART**

In order for us to share your artworks on our platform and start selling them, you need to photograph them. Please send full photos of the pieces and details of the pieces.

The images must take into account the following factors:

- JPEG in RGB color format (not CMYK);
- At least 1200 pixels x 1500 pixels;
- Less than 50 MB

Please read below for some important tips and information on how to take great quality photos for your artwork.

#### **1. LIGHTING**

Color balance and exposure - Room color, temperature, and flash usage can distort color balance, resulting in blues, yellows, and grays when they really should look more like white.

Severe shadows and reflections - Ensure your light source provides uniform colors with no shadows or directional reflections so that attention is not diverted from your piece of art.

## **2. QUALITY**

Noise and/or compression - Avoid excessive noise when using a low ISO (ideally between 100-200) or when shooting in sufficient light. (A cloudy day might be ideal, as the clouds act like a giant softbox.) Make sure your camera is shooting at the highest quality settings and that the file is saved at maximum quality.

Out of focus / motion blur - Review images at 100% when choosing the best shot, to ensure you are also choosing the best focus. (By shooting with sufficient light, the chance of camera shake when shooting handheld will decrease).

Post-production filtering - Some files can benefit from post-production, adjusting the color, brightness or contrast so they can be closer to reality. However, files that have been heavily post-processed, affecting media confusion or quality (color range) of the artwork, are subject to deactivation.

Upsampling - Increasing the file size only decreases the quality.

Digital signatures or intrusive text – Artworks celebrate the artists' signature, representing ownership and creation; however, digital watermarks as well as in-camera dates and times make your work less valuable.

## **3. COMPOSITION**

Parallel Angles/Rotation – If you need to tilt the artwork to take a picture, make sure the camera is also at a parallel angle. A square or a rectangle must have regular edges.

Borders and Fill - Trim out excessive whitespace, art borders, focus and fill. Adding extra space will not prevent you from meeting the minimum size requirements.

Composition: Rotation 90°-180° - The artwork must be properly rotated at the time of submission.

## **ARTWORK INFORMATION**

When submitting your artwork, please provide us with the following information:

- 1) Title of the artwork.
- 2) Description of the artwork – you should mention which materials were used to create the work; what type of surface the work was created on; is it a framed or unframed work of art; Do you have any recommendations for framing or installing the work?
- 3) Date of Creation - When was the artwork created?
- 4) Price of the artwork – When pricing your artwork, it is important that you keep in mind a consistent, fact-based pricing structure. As an artist, you should always be prepared to explain why you set the price. Prices need to be based on recent sales, cost of labor, material and comparisons with similar works. Compare your art to what sells, not what doesn't. The amount to be sent must be in euros or dollars and with our commission already included.

**Note: the proposal regarding the shipping price is discussed with the Afrikanizm operations team, taking into account the price table that was agreed with the partners. The value that will appear on the platform will be the value given by the artist, the value of shipping and the value of VAT.**

The final price is calculated as follows:

Value given by the artist ( already with our margin) + shipping cost ( between 100 to 200€ depending on the artist's country) + 9% ( VAT and site fee)

5) Dimensions - This is extremely important information! Customers often intend to hang artwork in a specific space, so be sure to enter the correct dimensions in centimeters.

**A note about displaying multiple images: There is one crucial factor when deciding to buy art: additional images. We always ask you to send us more additional photos, up to five (5), such as images of your piece hanging on the wall, detailed photos, close-ups, the edges and the back of the piece.**

## **ARTIST INFORMATION**

It is important to have information about our artists, as it is something that customers and collectors ask about, especially when they are interested in one. So this is one more very important item – information about the artist behind the work.

Photos of you at your workplace look great on our profile pages and are especially interesting for collectors, critics and the general public. Also, this kind of information increases the odds of selling work and getting noticed. Below you will find information and tips on what to send.

## **BIOGRAPHY**

Knowing more about yourself as an artist is very important for art collectors who are thinking about buying your pieces.

Your biography should include information such as:

1. Where you were born and raised;
2. Where do you currently live;
3. Your artistic influences and where you draw inspiration from;
4. The means(s) / technique(s) of choice and why;
5. If you are self-taught or have received formal education/tutorship;
6. Artists with whom he worked;
7. Awards won;
8. Exhibitions in which you participated;
9. Collections (private and public) that include your work.

## **ARTIST'S STATEMENT**

An Artist Statement is a simple description of your works and why you created them. A statement from a successful artist clearly explains why he develops his work. We recommend that the statement be no longer than 200 words.

Some questions to consider when crafting your artistic statement:

1. What is the subject of my work?
2. What is my job about?
3. How do I do my job?
4. Where do I find the images I use as inspiration?
5. How do I want my audience to respond to my work?
6. How does my work compare to historical or contemporary art?

## **SOCIAL NETWORKS AND PERSONAL WEBSITE**

Share with us your social networks and if you have a website or personal blog, we would also like to have it, so that we can share it on your profile.

## **EVENTS AND EXHIBITIONS**

In order to make your history and agenda known, please share with us the exhibitions where you were present and upcoming, as well as events.

## **PROMOTIONS**

Occasionally we will offer promotional discounts as an incentive for our new and old customers to explore the constantly updating selection of artwork on our website.

We have found that offering promotions from time to time allows artists to gain the attention of collectors who were previously unaware of their work and a greater opportunity to make future sales.

Discount codes range from 10% - 15% off original works and do not exceed these amounts. In this case, if you sell an original work, Afrikanizm will still receive a 25% commission on the final sale price. If a promotional discount code is offered, the discount will be deducted from the price of the artwork and the usual 75/25 split will be calculated.

It is worth remembering that Afrikanizm's commission is 25%, while the gallery standard is 50%. This means that often, even with a discount, you will be earning more by using our platform than if you sold through another gallery that charges 50% commission.

## **PARTNERSHIPS**

Afrikanizm has created partnerships with resellers so that its artists have another selling point for their works. In this case, if you sell an original work, with one of our resellers the artist will receive a 60% commission on the final selling price. The calculated division will be 60/40.

It is important to note that during your initial registration you agreed to the above condition.

Optionally artists will have the opportunity to work with partners for international exhibitions and commissioned works. Artists will always be informed when exhibition dates and opportunities arise as well as request for commissioned works by e-mail. In the e-mail we will enquire about your interest and inform you of the conditions.

## **EXCLUSIVE COLLECTIONS**

Having exclusive collections helps Afrikanizm to establish a unique identity, attract a specific audience and increase the estimated value of the artist's works. For the artist, benefits can include increased visibility and exposure, control over the distribution of their works and great potential for increased sales and revenue.

The works present in the collections can be from 6 months to 1 year of exclusivity, depending on the number of pieces and the plan that has been discussed together, Afrikanizm and the artist in question.

The collection should have a minimum of 5 pieces and a maximum of 15, depending on the formats and media.

Afrikanizm commits itself:

- Creating a tailor-made communication plan with content that enhances not only the artist but the collection;
- Investment in Digital marketing (promotion);
- Preferential communication to private collectors.

The Artist commits to respect the communication plan and to support in all the challenges launched by Afrikanizm. The same are discussed by both parties.

It is worth remembering that Afrikanizm's commission remains at 25%, while the Artist's commission remains at 75%.

If you are interested, please contact us.

## **PACKAGING AND SHIPPING**

In this topic you will find all the information and steps you need to know when making a sale.

A global partnership was created with DHL and FEDEX, in order to become more competitive and facilitate the shipping process. One of the great advantages, in addition to a more competitive price list, is the fact that a credit was granted to Afrikanizm, so that the artist does not have to pay the shipping amount in advance, thus protecting their financial stability.

### **SALE MADE AND NOW?**

After the sale is made, the artist will receive an email informing them of the sale and information on the next steps necessary for us to deliver the artwork to the customer. These steps include:

1. Let us know when and where our partners will be able to collect. Send 3 time proposals, so that Afrikanizm can schedule with the partners.
2. If, after 48 hours, we do not receive an email with the above information, our team will contact the artist
3. Ensure that on the date of collection, by the partner, that the part is certified by the local authorities and that the certificate of authenticity previously shared by Afrikanizm, is duly printed and signed.

**Note: The Partners will only supply the packaging tubes/envelopes. Therefore, make sure you have the other necessary materials, as presented below, in the packing rules. We remind you that the material provided by the partners is dependent on the availability of the material in store. If the partners do not have the material available, it will be borne by the artist.**

NOTE: When the works are not exclusive of Afrikanizm, you must take into account that the artist has the responsibility to notify the platform when the works were sold outside the platform so that we can "write off" the works on the platform. Remember that the team has no control of the online visits to the site, and in turn, if the work is as available on the site, but in reality it was already bought, there are inherent costs up to 250€. Afrikanizm is not responsible for these costs. They will be charged to the artist, except for rare exceptions, such as a simultaneous purchase.

#### **ADDITIONAL INFORMATION ABOUT ART PACKAGING, COLLECTION AND DELIVERY:**

All original artwork is shipped to the customer directly from the artist's location.

Shipping costs are paid by the customer at the time of purchase.

The artist is responsible for packaging their work for shipment, as well as for all potential costs if the partner does not have the material available.

The artist must photograph all the steps of the packaging, so that he is protected in a dispute action with the logistic partner.

The Artist must include a Certificate of Authenticity inside the packaging, along with the work. Afrikanizm will provide the template to use.

Always remember that transit times may vary depending on your customer's location. You can check the tracking code for your order on the label given to you. In this way, you can follow up, using this tracking code, directly on the carrier's website.

It is important to note that international shipments may experience delays. This is not uncommon and should not cause panic. Our team is reliable and will be ready to give any kind of support to the client and the artist. In addition, our objective is to deliver the works safely and to have a satisfied customer.

After seven (7) days from the date of delivery to the customer and receipt of the invoice from your side, your payment will be confirmed and a transfer receipt shared with you.

#### **PACKAGING YOUR ARTWORKS FOR TRANSPORT**

Regardless of whether you sold a small piece of paper art or a 6ft sculpture, please read the packing guidelines below.

It is important that you know that our delivery insurance policy is only respected if you have packed your item in accordance with our guidelines. In the unfortunate event that your item is delivered damaged, any deviation from our guidelines will result in your sale not being honored. It is extremely important to pack precisely according to our guidelines. In each packaging process, we ask that you send us the photos of each step, so that we have proof of the correct packaging by the artist. If the artist does not send and the piece has been delivered damaged, we are not responsible for it, that is, its sale is void.



## **PAINTINGS**

Below are instructions on how to pack:

- a) Paintings smaller than 48"x48"
- b) Paintings larger than 48"x48"
- c) Paintings on rolled canvas

Follow the instructions appropriate for your job.

All artwork over 48 inches or more on either side needs to be packed in a wooden crate.

**IMPORTANT:** Always make sure your painting is completely dry before packing it for shipment. Sometimes ink can feel dry when it isn't. As drying time depends on factors such as the type and brand of ink, drying media used (if any), ink colors, etc., the artist should research the correct drying time for specific supplies. who used Our insurance will NOT cover damage to the paintings as a result of shipping before the paint is completely dry.

## **WORKS SMALLER THAN 48 "X 48"**

What you will need:

- Glassine paper or acid-free archival toilet paper;
- Plastic sheets, film or plastic bag;
- Bubble wrap
- Foam board at least ½" thick or two-ply board
- Packing tape
- Cardboard corner protectors
- Cardboard box

Step 1 - Wrap the painting in glassine paper or acid-free absorbent paper. Please note that any material that comes into contact with the surface of the work must be of archival quality.

We advise you to avoid touching the surface of the painting with bare hands, wearing white cotton gloves or placing acid-free tissue paper between the work and your fingers during handling.

Step 2 - Take four (4) 8" x 8" square pieces of glassine paper or acid free tissue paper (you can adjust the size of the squares to best fit the size of the piece) and fold each one in half diagonally to create a triangle, then fold in half again to create a triangle bag. Place a pocket in each corner of the painting.

Step 3 - Glue on the corners of the tissue paper only, glue the painting wrapped in a sheet of foam board (or two-ply card) the same size or slightly larger than the painting for a firm hold.

Step 4 - To protect against moisture, wrap the piece covered with a plastic sheet/clip wrap or place it inside a heavy plastic bag. Use masking tape to seal any areas where water could enter and cause damage.

during transport.

Step 5 - Wrap all work in two (2) layers of bubble wrap for protective padding. Wrap it as if it were a gift, using masking tape to close it.

Step 6 - Place cardboard corner protectors on the corners of the wrapped artwork.

Step 7 - Place the wrapped art piece between 2 pieces of foam board that are at least ½" thick (or two-ply cardboard), forming a "sandwich". Also, the edges of the foam board sheets should extend 2-3 inches beyond all edges of the bubble-wrapped artwork. Use masking tape to attach foam board sandwiches. Make sure the sides are secure and secure to ensure the artwork doesn't move inside.

**IMPORTANT:** Be careful not to apply too much pressure to the surface of your artwork. This can create indentations on the stretched canvas.

Step 8 - Place the foam board covered paint in a cardboard box with approximately three (3) inches of space on all sides. Fill the empty space with bubble wrap or enough crumpled/torn white paper to ensure the artwork does not move.

Step 9 - Use the H-taping method to seal the box. The H-taping method involves using long strips of packing tape to completely seal the opening flaps of the box. Use a long strip of tape over the horizontal opening between the two flaps and two strips over the vertical sides of the flaps - forming an "H". Apply additional vertical strips of tape as needed to the sealed flaps for additional reinforcement. Illustrations of this method are provided by different online sources. Just type "H-taping method" into the Google search box.

Step 10 - Attach the shipping label to the package and place clear tape over the label so it won't be removed during shipping. Using a felt-tip pen, write "FRAGILE" in large capital letters on the box or use ready-made "FRAGILE" labels.

### **WORKS LARGER THAN 48"X 48"**

All artwork over 48 inches or more on either side must be packed in a wooden crate.

What you will need:

- Glassine paper or acid-free archival toilet paper
- Plastic sheets, film or a plastic bag
- Bubble wrap
- Foam board at least ½" thick or two-ply board
- Packing tape
- Card corner protectors
- Custom made wooden box

Step 1 - Wrap the painting in glassine paper or acid-free absorbent paper. Please note that any material that comes into contact with the surface of the work must be of archival quality. We advise you to avoid touching the surface of the painting with bare hands, wearing white cotton gloves or placing acid-free tissue paper between the work and your fingers during handling.

Step 2 - Take four (4) 8" x 8" square pieces of glassine paper or acid free tissue paper (you can adjust the size of the squares to best fit the size of your work) and fold each one in half diagonally to create a triangle and then fold it in half again to create a triangle bag. Place a pocket in each corner of the painting.

Step 3 - Glue the corners of the tissue paper only, glue the painting wrapped in a sheet of foam board (or two-ply cardboard) the same size or slightly larger than the painting for a firm hold.

Step 4 - To protect against moisture, wrap the artwork with a plastic sheet/clip wrap or place it inside a heavy plastic bag. Use masking tape to seal any areas where water could enter and cause damage.

Step 5 - Wrap all work with at least three (3) layers of bubble wrap for protective padding. Use more if you believe your paint needs more protection (eg it has a raised surface). Wrap it like a gift, using masking tape to secure it.

Step 6 - Next, build a wooden box and seal the work inside.

### **PAINTINGS ON ROLLED SCREEN**

Canvas paintings up to 72"x72" can be taken off their canvas, rolled up and shipped in a heavy mail tube between 8" and 12" in diameter, depending on canvas size. Make sure your paint is completely dry before you roll it.

What you will need:

- Glassine paper or acid-free archival toilet paper
- High strength mail tube with plastic caps of not less than 20 cm in diameter and up to 30 cm (depending on the size of the screen).
- A second tube of smaller diameter for internal support (this tube will be used to wrap the painting around and insert it inside the larger tube).
- Packing tape
- Bubble wrap

Step 1 - Wrap your canvas between two layers of acid-free archival paper. Make sure the screen is completely covered by the paper.

Step 2 - Wrap the paper-covered painting - paint side out - around the smaller tube to provide internal support. DO NOT roll up too tightly as this could damage the paint!

Step 3 - Next, wrap a layer of bubble wrap around the paint for fill and to seal in moisture. Seal completely with masking tape.

Step 4 - Place this tube inside the outer matching tube. Fill in the extra space at the edges with extra bubble wrap, but be careful not to crush the edges of the paint. Put the end caps on and close them with masking tape.

Step 5 - Attach the shipping label to the package and place transparent tape over the label so that it will not be removed during transport. Clearly mark the tube as "FRAGILE".

## **PAYMENT**

Payments are made by bank transfer and after confirmation of receipt of the piece by the customer, 7 days after.

Transfer time is subject to bank conditions.

## **LEAVING AFRIKANIZM**

Let's hope we never have to reach this step.

However, if you believe that Afrikanizm cannot meet your needs and goals, you can say goodbye to us.

All you need to do is send us an e-mail with your decision and the reasons behind it.

As soon as we receive your e-mail requesting your exit, we will delete your profile, as well as the artworks that are on the site.

If you have made an exclusive collection for Afrikanizm and it is still valid, according to what has been established between the two parties, your exit will only be made after that agreement.

If there is a sale going on during your exit process, the process will only be finalized after the sale has been made, so that it will be honored.