

Information for Artists

Thank you for your interest in Outside the Lines Art Gallery. Our gallery is located in the Historic Bluff Street area of downtown Dubuque and showcases the fine art and contemporary craft of Midwest artists. Just a short walk from the 4th Street Elevator and the National Mississippi River Museum and Aquarium, the gallery serves both the tourist and local communities alike.

All artists' works will be reviewed by the gallery owners before inclusion and if contracted, sales are based on a commission of 60% for the artist, 40% for the gallery.

Once accepted to the gallery, the owners work closely with the artist to choose the art that is appropriate for our gallery. Outside the Lines Art Gallery strives for high turnover of quality pieces.

SUBMISSIONS

Artists please submit can submit work for review in the following ways:

1. Please begin with **5 DIGITAL IMAGES** emailed to otlag@aol.com. One image should show your framing solution.

Include with digital images:

- Your name and complete address including email address.
- Description of piece (dimensions, medium and materials used, date produced).
- Expected retail price for each piece.
- Résumé and artist statement/biography.
- Other galleries who represent you.

2. If the gallery is interested in speaking with you further, we will then ask to see **ACTUAL WORK**: up to four pieces. If you intend to sell framed art, please include at least one example that shows your framing solution. Each piece should be labeled with your name.

REFERRALS:

The gallery keeps records of all referrals to the artist and expects to be paid a 20% commission from any sales made through a referral by Outside the Lines Gallery. All payments should be received by the gallery no later than the 15th of the month following the sale. (Artists receive 80 %.)

GUIDELINES

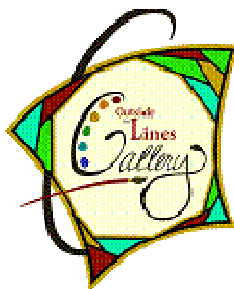
Our obligations to you the artist, will be:

- To provide an attractive showplace with an atmosphere conducive to browsing and buying. We are in the business of selling art.
- To promote each artist's work enthusiastically and professionally.
- To educate the customers about your art and the process by which it was created.
- To handle all work with care and respect.
- To postmark payment by the 10th of the month following the sale.
- To provide artists with commissions and client referrals.
- To reimburse the artist 50% of the retail price of an object in case breakage.

We expect the following from our artists:

- Consistently high quality in design and execution.
- Adherence to specified shipping and delivery dates. *Work delivered to the gallery in person must be done by appointment only.* (Sometimes we're too busy with customers!) Work sent to the gallery must arrive prepaid and will be returned at the artist's expense.
- Background materials (i.e., current resume/artist statement/bio, photographs, descriptions of processes or special techniques, copies of newspaper articles about you, etc). Half of selling is educating customers. These materials will help us do a better job of promoting you and your work.
- If you're selling at other venues such as other galleries or art fairs in the area we require that you sell at comparable prices. Additionally, we ask that you publicize your affiliation with the gallery. Please contact us if you'd like some business cards for this purpose.
- Digital images for our gallery portfolios and website.

We hope this answers any questions you might have. Please contact us if you have any additional questions. We look forward to hearing from you.



Outside the Lines Art Gallery

Stormy Mochal & Connie Twining

409 Bluff Street

Dubuque, IA 52001

563-583-9343

otlag@aol.com

<http://www.otlag.com>

Gallery hours are:

After New Year's to Memorial Day

10am-5pm Tuesday-Saturday

Closed Sunday

Memorial Day to New Year's

10am – 5pm Monday -Saturday

11 am- 4 pm Sunday