

Options for Showing at Crossroads Art Center and/or BuyRVAart.com

Artist in Residence

Jury fee of \$25

Walls \$110 for a 8x8 - \$165 for 12x8 Lights Extra 6 month lease

Studios \$235 for 64 Sq. Ft. - \$1200 for 1100 sq. ft. 12 month lease

Leases auto-renew for the same period

Website entry – bio and 1-5 pictures with a link to your website

Initial paint in one of two house colors, subsequent paint as needed in house colors

If You Paint – you pay for and are responsible for returning to one of our colors

If no lights currently exist in the space, you pay for installation/lights, we reimburse you when you leave or move. Lights and installer must be approved

15% commission on sales

Gallery Membership

\$45/year less \$10 for over 50, full time student and/or artist in residence

Reduced entry fees into All Media Shows - All Media Show - \$7 per entry, 3rd piece free, max 4 entries 30% commission on AMS

Must be accepted – no refunds for artwork not accepted into show

Bi-monthly Members Show – Entry of one piece in bi-monthly show for \$10

Unjuried entry 15% commission on sales

July Members Show – Free entry of one piece in yearly show, second piece \$7

Unjuried entry 15% commission on sales

All Media Show

Juried by local independent artist/teacher

\$10 per entry up to 4 entries (\$7 for Gallery Members and 3rd one free)

Cash prizes for 1st, 2nd and 3rd places

Must be accepted – no refunds for artwork not accepted into the show

Featured Artist Exhibition

Rent one of our many spaces for an individual show. Artist/Group must submit a proposal.

Must be juried in - \$600 and up with a 15% commission

ALL SHOWS RUN CONCURRENTLY

BuyRVAart.com is a highly curated, online collection of the Richmond Area's Visual Artists. We are the online Art Shop for our brick and mortar store Crossroads Art Center. Our mission is to provide visual artists a portal to sell their artwork and promote their products and services. Our goal is to be The Resource for Richmond Art by furnishing a website for the public to access Richmond artists and talent from one location. BuyRVAart will provide one stop shopping for consumers, making it quicker and easier for them to find the Art they desire.

Do you want to sign up as a New Artist with www.buyRVAart.com?

1 – **All Artists will need to be juried in** to show and sell on buyRVAart. If you are an artist in residence at CAC you will not have to pay the \$25 fee. If you are just a Gallery Member you will need to pay the \$25 jury fee and go through the jury process.

2 - Artist will sign a year contract. The contract will begin on the 1st of the next month after artist signs the contract. The cost for one year (Year # 1) will be \$150 (Artist in Residence and Gallery Member Price) and it is due at the signing of the contract via a credit card. The fee includes artist set up and 10 art/products.

When the art/product you have on the buyRVAart sells on the website or through Crossroads Art Center, you will send us a new image and information about the art/product. We will add this art/product at no cost to

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you. If the art piece you have listed on buyRVAart sells outside of the website or Crossroads Art Center you will incur a \$10 fee per piece for new art/product upload. Commission will be 15% on art sales.

[Guidelines for Submitting Artwork for artist in Residence and buyRVAart Review](#)

Please submit the following: 5 pieces in each medium for which you wish to be juried:

Please include a list of the pieces with Title, Medium, Size, and Price and be sure each piece is labelled as well on the back, including artist name, phone number & contact information.

Resume and Artist's Statement: A resume should include art-related education and experience, galleries that represent you and shows you have been in. Please provide complete contact information, including website. An artist's statement, in 3rd person, is brief (1-2 paragraphs) that describes what, how and why you do it.

Website and Social Media Presence on FaceBook: You must have a website to be an Artist in Residence at Crossroads. We will provide a page for you on our website that will contain a link to your website.

Additional Supporting Materials: You may bring other materials such as other images of your work (print or CD), marketing materials (brochures, postcards), and a list of online links to your work. Work submitted should be your best, most distinctive, current work. Think in terms of a body of work rather than a mixture of styles. If you work in several different styles, pick one for review but please provide images of the others. Before bringing your work **do your homework!** Look around Crossroads and other local venues and compare your work to others. Check out our website (www.crossroadsartcenter.com) for samples of artist's statements.

We review on the following criteria:

technical proficiency -- composition, understanding of color theory, overall design, use of medium

uniqueness – what makes your work stand out? How is it different from what we already have?

presentation – appropriate and consistent framing, canvases gallery-wrapped if not framed, wires secure

professionalism – attitude, experience, flexibility

price – salability is a factor. Pricing must be realistic for the venue and for the market. We will be glad to help you price your work.

Our jury committee is a group of local instructors, artists, and curators. Their identities are confidential. The jurors provide feedback to Crossroads staff who will share this feedback, in as much detail as possible, with submitting artists. The jurying process takes two to three days. You will have to leave the work with us during that time. You will be notified by phone of the jury's decision as soon as it is made and you will need to make arrangements at that time for picking up your work. When you bring the work, we will show you spaces currently available in the center. If you find one that works for you and your artwork we can hold it for you pending the results of the jury process. We strongly encourage artists who are not selected to apply again in 6 months

One of our missions is to encourage and develop emerging artists, who may not have all the necessary skills but have a clear vision and a professional attitude. Please don't be intimidated by our expectations, but use them as guidelines for presenting your work. Again, do your homework, and don't hesitate to call on the Crossroads staff for assistance.

A few extra hints: Try to avoid work that holds a personal meaning to you—often this is not particularly interesting to a viewer (i.e., potential customer). The committee will review it on the basis of the above criteria, NOT on how special it is to you. Avoid portraits of friends and family unless a) you want to be juried as a commission portrait artist and these are your samples or b) your specialty is the figure. We will call you with the results of your critique as soon as the jurors have reviewed your work.

What do I do now??? **(AKA what we expect from our resident artists)**

Congratulations! You've just become a Crossroads Resident Artist. What's the next step? As much as we'd like it to be, the answer to this question is NOT, "sit back and wait for the mailman to bring me big checks."

Selling your art is hard work and it's important to be in control of your own marketing process at all times. The Crossroads staff is here to work for you, seven days a week, six days in Summer, but there are many things you can and should do to maximize your potential for sales.

1. Plan Your Space

One important thing to do is carefully plan how your work is shown. Take some time to look around the Center and see how others show their work. Ask yourself which spaces draw you in, and why? What artwork would you like to buy, and why? Do I have a selection of sizes and prices?

Once you've got your space arranged, find ways to keep it fresh and interesting. We have many regular customers, some who come in weekly to see what's new. They look carefully at the artwork and will pass by a space that doesn't appear to ever change. It is important to bring in new work as often as possible, and think about retiring pieces that have been around for a while.

2. Make yourself part of the Crossroads Community

Arranging your space is not the end of the process. Find a way to make yourself part of the Crossroads community. A great way to do this is to enter the shows and attend the Open House & Artists Receptions. Plus, invite your friends to attend the openings! You only need to forward the invite Jenni emails to you every month to those friends. If each artist had 5 people come to the openings – it would add up to 1250 people!! Let your friends know where to find you. You are not asking them to come buy your art. You are asking them to a party! The openings are also the best time to meet other artists and network. You will find that artists are generous with their time and advice. These artists will tell you about shows to enter, classes to take, and other resources for selling your work.

We have found that many potential customers feel that they have a personal relationship with the artist. The best way to establish this relationship is to come to the openings, meet people and tell them about your work. Obviously you can't be here all the time, so the next best thing is to have an artist's statement posted in your space. Tell the people looking at your art about yourself, your training, your experiences, and your reason for creating. Have available business cards or postcards, preferably with a picture of your work, so people can have something to remind them of you and your work.

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Entering the monthly shows is another way to show your work. The side benefit of the entering the shows is that it keeps you pushing yourself to produce new work. There's also the potential for feedback from a variety of jurors (all people prominent in the local arts community) as well as maybe some prize money!

3. Facebook – “It’s Free!!!”

1. “Like” Crossroads Art Center’s Facebook page <https://www.facebook.com/CrossroadsArtCenter/>
2. Friend Jennifer Kirby so she may share your posts <https://www.facebook.com/JenniKirbyfromMarionVA>
3. “Like” buyRVAart’s Facebook Page <https://www.facebook.com/BuyRVAart/>

Why should you have a Facebook account? How to use a Facebook account for marketing your work? How can you get more of your friends on Facebook into the art center either for one of the openings or a normal day? They may not buy your work but another artists’ - that is okay it all works out if everyone plays the game.

What do you need to do?

- 1 - Set up a business Facebook Page.
- 2 - Either set up a page for your artwork under your personal page (like Crossroads is under me) or just go with your personal page as your business page as well as personal.
- 3 - Go to the Crossroads Art Center Page and like it!
- 4 - Paste a picture of your artwork you are showing at crossroads on the page under comment.
- 5 - When you see other artists paste pics on the Crossroads page - SHARE them with your friends on Facebook. THIS IS HUGE -- JUST THINK IF ALL 250 ARTISTS HAD FACEBOOK PAGES AND SHARED YOUR ART PICTURE. HOW MANY PEOPLE WOULD SEE YOUR WORK?? It could easily be over 20,000 people!!

If you need help in setting up your Facebook page, we offer staff help for \$25/hour. Usually one hour is sufficient to get you up and running.

4. Instagram

Follow us at -

<https://www.instagram.com/crossroadsartcenter>

<https://www.instagram.com/buyrvaart>

How do you do Instagram? <https://www.lifewire.com/what-is-instagram-3486316>

You will need to use Instagram on your phone to upload and share photos or videos.

These suggestions are only the beginning. We have other opportunities for showing and marketing your work. Please contact us if you are interested in learning more!