

# Manual for professional artists

Please read this manual carefully before you fill out our application form and ask for collaboration and participation.

## What is ARTSURPRISE

My name is Juan Petry. You can meet me in Facebook, LinkedIn and some other social networks. ARTSURPRISE is *my* social plastic and artwork. I am conceptual artist and work in international art projects. In ARTSURPRISE I mount refurbished second hand tobacco vending machines in art spaces, galleries and museums and in public locations like exhibition halls. I invited artists to publish series of 100 unique art pieces under their names. Each series is related to an art type (painting, drawing, objects...). We started in September 2011 and we distributed more than 10.000 artworks in the first 16 months. In March 2013 we are more than 60 artists from more than 10 countries in Europe. We grow.

This manual is specially for professional artists.

## You...

.... fill out the online application form.

## We...

.... agree in publishing or reject your request.

.... will send you further information and contact you soon.

The following instructions are for to understand all technical details and requirements and the general conditions of this European art project.

If you are a professional artist, working in Europe or a european artist working anywhere in the world this manual should help you to understand what is ARTSURPRISE and what we can offer you and - also important - what we can not offer you.



ARTSURPRISE is not a company which buy and sell artworks. It is a add-on to the art market and partner of artists, art agents, galerists, commissioners, art buyers and people involved in the process of selling artworks.

You sell your artworks under your name. At any time you are responsible and owner of your artwork.

## What we offer professional artists

The main reason for to develop ARTSURPRISE is to give artists a chance, to publish information about their art works, to start to enter the art market. We want to offer you to reach new customers through our red of points of sale and our activities around the project.

ARTSURPRISE is a tool to develop international marketing in a new intelligent way.

## What we need

We need innovative art. We need professional and serious artists and we are interested in long term positive relations in this project.

## How it works...

If possible buy one box out of one of our machines. Then you have one original sample, with all possible information about size, dimension, weight and additional information and contact data.

### Step 1

Think about an artwork in dimension 80 mm x 50 mm ( x 16 mm). This is the free space inside our boxes. Use wood, carton or high quality papier and make some proofs. The artwork incl. box, your business card and our info card must reach 20 gr. If you draw on paper, you have to stick this paper on a layer. Most of the artists use MDF or wood for this (later you can order 100 of this pieces in the right dimension for your series).

You have to work out 100 unique pieces and you have to select ONE art type for this series. If you like to participate with different art types, you have to work out for each art type 100 pieces!

You can participate one time or many times... as you like. Also the frequency of your publishings is up to you.

In one machine we offer up to 300 boxes, so we need a lot of art in Europe.

### Step 2

Think about the relation between your artwork and your *big work*. The customer of your box later-on should find easy your *bigger* artworks (on your website or on the website from your galerist). It is recommended, that you have a website and a special landing page for your customers form ARTSURPRISE.

### Step 3

Write a short statement in relation to the art work sample. If you like to be inspired go online and check <http://www.artsurprise.eu/Check/?Code=9301>

You will get a sample of what artists put together with the artwork inside the boxes.

#### Step 4

Go online and fill out the form

<http://www.artsurprise.eu/participating/artist-application/>

Send us one image (jpg, 72 dpi, max. 1 MB, RGB) to the mail address you get after confirming the form data.

#### Step 5

If we accept your application, we will contact you by mail and we will confirm your personal data. We offer 60% of the sales inside the project.

#### Step 6

If we agree we will store your personal data online and we give you a login code to enter the online artist home backoffice (behind our login-page).

*Transparency is a very high level of interaction between us. We publish all important information like sales, points of sales, money transfers and statistic information online for your monitoring. We want that you can trust and we want that you find all information, whenever you like to meet it!*

#### Step 7

With your personal login you are able to order the material for a first series. You get all information to transfer 100 Euros for 100 boxes. After payment you receive the materials in a packet.

#### Step 8

You work out your artwork and you fill the boxes. Please read the manual for mounting the boxes carefully. If you do something wrong, we might reject your series and send it back to you... After mounting you send the packet with the boxes back to us.

## Step 9

We proof your series, insert the data for this series in our database and deliver all boxes to our points of sale.

## Step 10

We collect the money out of the machines and we pay the artists, step by step, first in- first out. After some time - in march 2013 its 12-14 month after sending the boxes - you get 400 euros by money bank transfer. Each box we sell for 5 euros actually. So you get at the end 60% of the sales amount.

## Step 11

Before we pay we confirm your bank data and we ask if you like to participate another time...

## Some questions and answers...

Q: Can I mix 50 paintings and 50 drawings in one series.

A: NO.

Q: Can I mix 50 paintings form me with 50 paintings from an artist friend.

A: NO.

Q: Can I participate without paying the 100 euros for 100 boxes?

A: NO.

Q: What happened if I do not send back the material?

A: Nothing. You are the owner.

Q: What happened if the project will canceled before I get my money?

A: You will get all boxes back (or 4 euros for each box we can not send back).