

Hyder Gallery

CENTER FOR FINE ART

Professional Artist Program

CALL TO ARTISTS:

The Hyder Gallery Center for Fine Art is dedicated to **fostering** the careers of emerging visual artists and selling their works of fine art. The gallery provides artists the opportunity to showcase their work in our Fine Art Galleries located in our 8,000 sf gallery and training center located in the Artegon Mall in Orlando Florida. Further, as a licenced **Fine-Art School**, selected artists are tutored in the skills necessary to **build a name in the fine-art world**.

The Gallery and Education Center are located in the heart of **International Drive in the Artegon Mall** – Orlando, Florida. The Center teaches **the business of fine art marketing** and how to successfully expand beyond the local market into galleries through-out America as well as creative methods and formulas used by some of the most successful modern day artists. We teach you why you **should** be in galleries, how to **approach** galleries, what **collateral** you need, what to say and do and **what not to do**. All training is **one-on-one training provided by our instructor Andrew D Hyder**.

We call this program the **Hyder Gallery Professional Artist Program**. Essentially artists are taught to become their own art “Agent”. Among other things, artists learn how to conceptually and practically create work that has their “voice” (the artist “signature”) and how the voice resonates not just with collectors, but the gallery owners who must accept the work into their galleries. We have built tools to **foster secondary market channels**, to aid the growth of a secondary market for each selected artist work, and inventory management systems for artists to use as they grow their brand.

TUITION AND JURY FEES:

There are no **jury fees** to apply for the program. If accepted, accepted artists do not pay to display their work as the work is displayed on a 50/50 consignment basis. Artists may be asked to pay a one time “installation” fee (usually \$200 or less) depending upon the work displayed and are required to pay a \$20 per month database maintenance fee. Some artists in the program may have the opportunity (optional) to temporarily work (in a sales position) in our gallery as an exercise in how galleries operate and to further learn the business. When sales of your work occur, **we charge 50%** of the sales amount. If 50% seems excessive, we will teach you why it is not, and how to adjust your pricing to accommodate **this typical gallery standard**. Our training provides artists with an inside perspective on how a gallery operates. This information is a prerequisite for any serious artist.

One of our chief aims is to help you **propel** your “brand” into the fine art scene. To that end, the focus of our selection process is on the raw **talent** found in work submitted, not necessarily on an artist’s resume or historical success. We further look for artists who have intense motivation and a desire to succeed. We **require** our artists to be easy to work with (i.e. nice). Since gallery competition is fierce, any artist

Hyder Gallery

CENTER FOR FINE ART

who might be difficult to work with, (creative genius or not) will be politely dismissed from our program.

Each of our represented artists are granted a display area in the gallery for their work of approximately 10'x7' (70 square feet subject to the curator's discretion), and are instructed on all areas of work presentation and brand building.

All accepted artists are included in the www.HyderGallery.com online gallery as well as given exclusive access to www.PortfolioCatalog.com which is a comprehensive inventory management and gallery art/print tracking system for artists. Both online properties are SEO geared toward serious fine art collectors and galleries and help further promote our artists' work nationally and internationally.

DEADLINE: Ongoing (none)

ELIGIBILITY:

The "Call to Artists" is open to all **Fine Art** visual artists (Painters, Photographers and Sculptors). All Fine Art mediums are considered. All artwork must be original (non-derivative) work executed/created by the submitting artist. Limited Editions of original work are acceptable. However, works produced by non-human artists or Folk Art, Crafts and Antiques are not eligible. Works that are religious, patriotic/political, controversial, explicit nudes, or potentially offensive in nature are not eligible. Artists must be at least 16 years old (unless accompanied by parent or guardian). All accepted artists, will be required to sign a marketing and representation agreement to enable the Gallery to market the Artist's work. The Gallery's representation is **non-exclusive** leaving Artists free to (and taught how to) seek additional sales channels (other Galleries) for their art. The Gallery representation agreement requires a minimum duration of 3 months and is at the Artist's request, may be perpetually ongoing. The Gallery reserves the right to reject (at any time) an individual work of art by an otherwise accepted Artist if a specific work does not harmonize with the vision of the Curator/Gallery. Advancing artists may be offered an opportunity to do an art show at the special request and discretion of the Curator.

SUBMISSION:

Artists must submit between 3 and 10 digital representational images of their art via email (Do not send actual work) according to the following submission guidelines:

Each image file submitted must be NO LARGER than 2 mega-bytes (mb) in file size. Files are accepted in JPG, TIF, PNG or PDF formats. The dimensions, quality and DPI configurations of your representation images are left to your discretion.

Hyder Gallery

CENTER FOR FINE ART

All email submissions must have the Artist's name in the subject line of the email, along with the phrase "Hyder Gallery Jury Review", (example: John Smith Sculpture – Hyder Gallery Jury Review). This helps us sort out submission emails from general email. Each email must include a brief (one paragraph) text indicating intentions or goals as an Artist. Since it is our goal to develop **motivated talent**, an artist biography is not necessary and can/will be developed together. However, the email should consist of:

- 1 – Artist full name
- 2 – Artist Telephone Number(s)
- 3 – Artist desired email correspondence address
- 4 – A one sentence description of the style and medium of Artist work.
- 5 – One brief paragraph about goals or intentions as an artist, (or Bio).

CONTACT:

Send your submission via email to: Andrew@HyderGallery.com and CC Sharon@HyderGallery.com.
Phone contacts are 407-878-7646 (Sharon) or 612-382-5566 (Andrew).

ACCEPTANCE:

All artists will be notified of a decision regarding their work. If you do not hear from us within 5 days, please call to verify that we received your email. Accepted artists may be placed in the Gallery on a first-come, first-serve basis. Acceptance requires the Artist to sign the Representation Agreement (to be provided). Accepted artists will be asked to meet for an interview with the Gallery Curator where further details will be provided. If accepted, the Artist MAY be added to a waiting list (depending upon space considerations). Those on the waiting list will be notified of such and offered inclusion as space becomes available. During the time of representation, accepted artists may be assisted with necessary career building tools. Artist's biography and other sales collateral may be written and designed by the Gallery on behalf of or in conjunction with the Artist. The Gallery retains no rights to any sales collateral specific to an artist. The Gallery must maintain a theme and content standards; therefore all work, presentation materials (matting, framing, and Artist's biography) are subject to the Curator's approval. The Curator may refuse a work-of-art from an already accepted Artist if that specific work is deemed to be unready for public presentation.

USAGE RIGHTS:

By submitting work for jury consideration, artist agree, (if selected) to have their work displayed in the Gallery and on our web properties. This participation includes a minimum commitment of the costs and commissions described herein for a minimum of 3 months. The role of the Gallery/Center is not to just sell the Artist's work, but to attempt to **give the Artist the gallery experience** intended to extend beyond the scope of the Hyder Gallery. We wish to educate and prepare an emerging artist for a **successful career** in the business. As such, the education sometimes involves kind but frank assessments of an Artist's work, presentation and marketing methods. Therefore Artists selected must be serious and easy to work with. All Artists whose work is presented in the Gallery, must grant permission to use images of this work in marketing publication, online display, and printed promotion materials for the Gallery. Thank you!