

## Introduction

ArtWorks is a not for profit organisation aimed at supporting and promoting professional artists by offering them opportunities to display and sell their work. We are based at the ArtWorks Aberdyfi Gallery – 16 Chapel Square, Aberdyfi and have a sister gallery – ArtWorks2 located on Hollyhead Road, Betws y coed. Our galleries, which only exhibit the work of ArtWorks members, offer flexible exhibition space that can be ‘booked’ by members each financial year April – March. (Nov – Oct for ArtWorks2)

Our philosophy is that of sharing and inclusion – artists who join ArtWorks are part of a team who support each other. Unlike normal commercial galleries, the ArtWorks organisation is not aimed at being a profit making business. Members share in the costs of the gallery, share in the responsibilities and therefore only pay a small fee and low commission to cover the costs of keeping the gallery open.

We can offer different types of membership – Gallery Artists, who have a permanent display area for the year and Showcase displays for smaller complimentary creations such as mini frames items, greetings cards, books, ceramics, wood turning and jewellery etc. At our gallery in Aberdyfi, our Gallery Artists also share the stewarding commitments, giving them an opportunity to meet and talk with potential customers which benefits both the artists and visitors alike. For this reason, our other exhibitors are also encouraged to spend time in the Gallery if possible.

All ArtWorks members are allocated a page on the ArtWorks websites to display and promote their work, through which the galleries are able to conduct on line sales of members’ work on their behalf during gallery opening hours. In addition, members are also able to utilise our credit card payment facility for gallery, online and private sales.

To maintain the high standard of artwork we display and to ensure that we have a good variety of work in our exhibitions, artists need to apply to join ArtWorks by showing us samples of their work, for us to consider.

Artists who are offered membership will be able to consider any currently available spaces within the gallery. We are happy to discuss where and when they would like to display their work. Spaces are always allocated on suitability, with each space being available for renewing/booking at the end of the financial year. When the gallery is at capacity, Members who would like to be considered for future space when it becomes available are added to our waiting list.

If you have any questions then please feel free to get in touch.

*Kate*

Kate Coldham, Artworks Director

## Membership & Display Fees

### ArtWorks Membership

Membership is free, but by invitation only. This includes your own website page on the ArtWorks website, inclusion in articles in the regular newsletters in order to promote yourself and your work, telephone sales by the gallery of your work, the option to rent space in the ArtWorks Aberdyfi and/or ArtWorks2 Betws y Coed galleries and access to the credit card facilities for any sales of your work including private sales.

### ArtWorks Gallery Display:

For Gallery and Showcase Artists, we can offer a variety of walls, corners, shelves and cabinets to accommodate your needs. The rental fees are calculated based on the size of the area the member takes. Fees are payable in advance and are paid by standing order each month. Artists signing up to this commit to staying and paying to the end of our financial year 31<sup>st</sup> March. (31<sup>st</sup> Oct for ArtWorks2)

In addition, there is a 'Guest Wall' at ArtWorks2 available to rent for various 4 week slots throughout the year. Guest Artists are given a preview evening at the start of their exhibition. Prices for these slots are available on application.

Please note that space sizes, locations and design of exhibition areas are affected by the layout of the gallery, and therefore it is not always possible for the member to dictate exactly the wall size they require. Our aim is to help you find the best way to promote your work, and so we would be happy to discuss your particular requirements when choosing a display area. This includes the provision by ArtWorks of various fixtures and fittings for display purposes.

### Commission & Charges

Any sale that ArtWorks Aberdyfi makes on behalf of an artist is chargeable at 15% commission which is to cover the cost of credit card transactions and all packaging materials. This can include sales made in the gallery and sales conducted over the telephone, via email or through the website.

Sales made privately by the artist, even through contacts made at the gallery, are not chargeable.

General rule – if it goes through our till, we take 15%.

## Promotion

As well as customers being able to view your work at our galleries and on our websites, ArtWorks sends out a monthly newsletter via email to its list of subscribers. Members are asked to assist in adding names to this list. Subscribers are invited to the ArtWorks2 guest previews, held every 4 weeks. Members may choose to promote their art and art related activities with flyers/business cards on their display in the galleries and on our websites. This can include courses that they run, links to their own website or other exhibitions in which they are involved. We will endeavour to also include any art related news stories submitted by members in our newsletter.

## Opening Hours & Commitments

### Gallery Opening:

The galleries aim to open 7 days a week all year round (excluding Christmas Day & Boxing Day). Core opening hours are from 11.00am-5.00pm daily. Please check the websites for specific variations.

It may be possible for telephone credit card sales to be undertaken outside these hours or for members to arrange special opening times of the galleries for a particular customer or a specific purpose. Please agree any requirements you have with us before making any arrangements.

### Stewarding Commitments: (ArtWorks Aberdyfi only)

All Gallery Artists exhibiting at ArtWorks Aberdyfi are required to undertake 1 day every 2 weeks in the gallery as the steward. Guest and Showcase Exhibitors, whilst not expected to undertake stewarding, are encouraged to visit the gallery when possible.

We try to be as flexible as we can with stewarding, as we understand that our members will have other commitments. It is important, however, that the gallery is open as advertised and so we expect all our members to honour their stewarding requirements fully. Members should also bear in mind that spending time in the gallery is beneficial to both yourself as an artist and to visitors and can ultimately boost your sales.

In the spirit of our philosophy of support for each other, members are asked to be flexible in the stewarding arrangements and to also consider helping other members should stewarding commitments become difficult due to unforeseen circumstances.

### Insurance

Whilst we take reasonable care to ensure the safety of our members' art work from theft or damage, ArtWorks cannot take any responsibility for any art work that is exhibited in the gallery. The Gallery at Aberdyfi is covered for public liability and basic contents only. Our insurance does NOT cover art work at its retail value. We strongly advise that members arrange their own specialist art insurance for any items on display or in storage at these premises.

## Contact Details

**Gallery Address:** ArtWorks Aberdyfi, 16 Chapel Square, Aberdyfi, Gwynedd, LL35 0EL  
ArtWorks2 Hollyhead Road, Betws-y-coed, Gwynedd LL24 0ABL

**Gallery Telephone:** 01654 767 127

**Gallery email:** [gallery@artworksaberdyfi.co.uk](mailto:gallery@artworksaberdyfi.co.uk)

**Artworks Director:** Kate Coldham

**Mobile:** 07739 720776

**email:** [kate@artworksaberdyfi.co.uk](mailto:kate@artworksaberdyfi.co.uk)

**Website:** [www.artworksaberdyfi.co.uk](http://www.artworksaberdyfi.co.uk) and [www.artworks2.co.uk](http://www.artworks2.co.uk)

## Code of Conduct

### Membership

1. Membership to ArtWorks is by invitation only and acceptance of any application is at the sole discretion of the ArtWorks Directors.
2. Membership is for professional artists only. Decisions on acceptance are based on quality of art, type/style, training, experience and track record. The ArtWorks Director will not enter into any debate over individual applications.
3. ArtWorks will endeavour to ensure that no two members' work constitutes direct competition with each other. Final decisions as to the similarity of different artists' work when considering new members or new work presented by an existing member will be at the discretion of the ArtWorks Director.
4. ArtWorks cannot guarantee display space to any new member seeking to join ArtWorks. Availability will be discussed at the time of joining.
5. Membership is for 1 year. Members may elect to renew their membership at the end of each year. The Artworks Director reserves the right to not renew the membership of any artist at the end of the year.
6. Whilst the gallery is advertised as open every day excluding Christmas Day & Boxing Day, it may be necessary or appropriate to close the gallery for additional days. Every effort will be made to notify members of these changes if possible, however members will not be entitled to any refund of rental payments for additional dates closed.
7. The maximum number of exhibitors displaying at the gallery is limited to available space after which a waiting list will be available.
8. ArtWorks does not guarantee any level of income or sales for any individual member. If a member is concerned about their sales levels, the ArtWorks Director may offer some advice based on past experience, however this does not constitute an acceptance of responsibility for future sales.
9. ArtWorks reserve the right to terminate any artist's membership immediately if the code of conduct is not respected or with a minimum of 4 weeks' notice due to other reasons such as logistical necessities or what is deemed in the best interests of the gallery.
10. Artists leaving ArtWorks for whatever reason must provide a minimum of 4 weeks' notice and will not be automatically eligible for a refund of any monies paid and may be liable for all outstanding payments to the end of their original agreed commitment.

### Display Areas

11. Display areas and exhibition spaces must be booked with the ArtWorks Director and once booked must be paid for in full. Rents are payable in advance by monthly standing order.
12. The ArtWorks Director reserves the right to relocate an exhibitor to an alternative display area should it be deemed necessary or in the best interests of the gallery as a whole. Every effort will be made to consult with exhibitors in this situation to offer, where possible, the most suitable alternatives. Rental fees for such moves will be adjusted as appropriate.
13. Artists leaving ArtWorks before the end of a year for whatever reason are liable to pay their rental fee to the end of that year regardless of whether their artwork has been removed. The ArtWorks Director may elect to waive this liability in exceptional circumstances.

14. Display areas are the responsibility of the member who has booked them and may be arranged, subject to Gallery standards, as the artist chooses including displaying promotional materials relating to the member's art.
15. The ArtWorks Director reserves the right to ask members to rearrange their areas and remove items if it is felt that they are not in keeping with the required standard for the Gallery or exhibition.
16. All signage, pricing and profiles displayed in the area should be in keeping with the ArtWorks brand. ArtWorks will provide such items as required.
17. External events and activities not relating to ArtWorks or the artist may not be displayed or advertised without the prior permission of the ArtWorks Director. Any such material will be removed.
18. Members must ensure that they do not spread their display beyond the boundaries of the area they have been given and should not block, obstruct or be otherwise detrimental to other members' display areas. This includes not putting display items on Gallery fixtures such as the seating, stairs or floor.
19. Members must ensure that their displays do not constitute a hazard to visitors and other members, for example by restricting access, creating a trip hazard etc.
20. Members should not rearrange, add to or remove work from other artist's areas unless assisting with a sale or to replenish stock after a sale.
21. Members should supply items for the window display when requested but should not rearrange, add to or remove items from the window unless making a sale.
22. Members may not, without specific permission of the ArtWorks Director, display the work of another artist or advertise on behalf of another artist who is not a member of ArtWorks.
23. At the end of the financial year, Exhibitors who are leaving ArtWorks will be asked to promptly remove their work from the gallery, including items in the storeroom in order to make room for incoming exhibitors.
24. The official 'changeover' day will be determined each year by the ArtWorks Director based on logistical issues, the calendar and other practical matters. As it is not always feasible for it to be on 31<sup>st</sup> March, the ArtWorks Director will provide a minimum of 2 weeks' notice for this date. It will typically fall sometime during the last week of March to the first week in April.
25. Exhibitors not able to attend this date will have their work moved from the gallery displays and stored for a maximum of 2 weeks, after which time the ArtWorks Director reserves the right to dispose of any uncollected work, without any further notice or compensation to the artist.
26. New displays may be arranged on the changeover day/evening. If artists wish to arrange an alternative time to set up their display then they should make these arrangements with the ArtWorks Director. Alternatively, with prior arrangement, work can be delivered to the gallery for the ArtWorks Director to arrange on your behalf.
27. No nails, pins, screws, sticky tape or tac should be used on the gallery walls, display fixtures or furnishings.
28. Every effort should be made by members to ensure that the walls and furnishings are not damaged. ArtWorks reserves the right to deduct a maintenance charge from artists if the walls and furnishings are not in a reasonable condition at the end of the year or at the end of their exhibition.

## Stewarding

29. All members must make themselves available to fulfil their stewarding commitments if applicable and provide their availability to the ArtWorks Director in good time to arrange the rota.
30. Stewards must make themselves available for full training in the Gallery /Exhibition processes and complete all stewarding requirements in full.
31. It is the responsibility of members to rearrange stewarding cover with other members should they find themselves unable to fulfil a commitment. Members must not ask or allow non-members or untrained members to stand in as stewards.
32. Stewards must arrive on time and not leave the Gallery, merchandise or money unattended during their session.
33. Stewards should remember that they are representing ArtWorks and should therefore present and conduct themselves appropriately and in a way that does not bring detriment to ArtWorks or its members.

## General

34. Members should respect their fellow members, their work and their display areas.
35. Members must demonstrate fairness and professionalism at all times when representing ArtWorks.
36. No preferential treatment shall be given to any one member either by the ArtWorks Director or by any member representing ArtWorks. No discrimination based on age, gender, race, religion, sexual orientation or disability will be tolerated.
37. Members must not do or say anything that might be detrimental to the sale or promotion of a fellow member's work.
38. Members should not use or share the ArtWorks name, logo or information regarding ArtWorks, including for promotional purposes, with anyone or any organisation without prior consent of the ArtWorks Director.
39. ArtWorks does not maintain any stock control system on behalf of its exhibitors and cannot be held liable or responsible for any missing or damaged work or products that any member has left at the Gallery either on display or in storage.
40. ArtWorks does not insure any art work, products or display items owned by its members. It is the responsibility of each member to ensure that they have taken out any insurance cover they need for their work.
41. ArtWorks does not accept any liability or responsibility for stock and display decisions including financial outlays, pricing, or costs of production made by exhibitors for items to be sold at the gallery.
42. ArtWorks does not recognise, accept any liability for or take responsibility for potential 'lost' sales, however an exhibitor might perceive or calculate this, should the gallery not be open on any specific date or if a member ceases to exhibit prior to the end of the financial year.
43. Members will not be entitled to any compensation for non/lost sales for any reason including but not limited to the gallery being closed, a steward not restocking a display efficiently, lack of knowledge of what a member can offer, or inability to get in touch with the member in a timely manner.

44. ArtWorks cannot accept any liability for members' person or property whilst they are in the Gallery and therefore stewards should ensure that they take all necessary and appropriate care whilst working.
45. Any disputes, queries, suggestions or concerns about ArtWorks, its members, the Gallery should be addressed to the ArtWorks Director.
46. All exhibitors, by setting up artwork and/or products in the gallery are deemed to have read and agreed to these terms and conditions and will automatically be considered Members
47. Members joining ArtWorks agree to abide by this Code of Conduct. The decision of the ArtWorks director on any matters relating to ArtWorks is final and binding.