
ARTWORK SALES & DELIVERY GUIDE

Alpha & Alpha Contemporary Art Platform

Introduction

This guide explains how artwork sales are conducted through Alpha & Alpha Contemporary Art Platform and defines the roles, responsibilities, and procedures applicable to the Gallery, Artists, and Buyers.

Its purpose is to ensure transparency, secure transactions, professional communication, and efficient management of artwork sales from initial enquiry to final delivery and payment.

This guide should be read together with the Artist Representation Guide and the Gallery Artwork Packaging Guidelines.

1. Discovering an Artwork

Collectors and buyers may discover artworks through:

- Online exhibitions;
- Virtual exhibitions;
- Artist profile pages;
- Curated collections;
- Editorial publications;
- Promotional campaigns;
- Gallery communications and presentations.

Artwork listings may include:

- Title;
 - Artist name;
 - Year of creation;
 - Medium and technique;
 - Dimensions;
 - Edition details (if applicable);
 - Price;
 - Availability status;
 - Artwork images.
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2. Expression of Interest

When a Buyer wishes to acquire an artwork, the Buyer shall contact the Gallery.

The Gallery serves as the initial point of contact for all artwork sales and enquiries.

The Gallery may request:

- Buyer name;
 - Contact information;
 - Delivery address;
 - Billing details;
 - Any special shipping requirements or requests.
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3. Artwork Availability Verification

Before a sale can proceed, the Gallery shall verify the availability of the artwork directly with the Artist.

The Artist shall confirm whether the artwork is:

- Available;
- Reserved;
- Sold;
- Temporarily unavailable.

No artwork shall be considered available for purchase until availability has been confirmed by the Artist.

4. Purchase Confirmation

Once availability has been confirmed, the Gallery shall provide the Buyer with:

- Confirmation of availability;
- Final retail price;
- Estimated shipping costs (where applicable);
- Estimated dispatch and delivery timeframe;
- Payment instructions.

The Gallery may also provide additional images or information related to the artwork upon request.

5. Payment Procedure

All payments shall be made directly to the Gallery.

Upon receiving payment, the Gallery shall:

- Confirm receipt of funds;
- Issue an invoice or payment confirmation;
- Open an internal transaction record;
- Notify the Artist that shipment preparation may commence.

The Gallery acts as the payment intermediary and retains the funds until successful completion of the transaction.

This process protects both the Buyer and the Artist by ensuring that payment and delivery obligations are fulfilled before the transaction is concluded.

6. Artwork Preparation

Following shipping authorization from the Gallery, the Artist shall prepare the artwork for shipment.

The Artist shall:

- Package the artwork professionally;
- Ensure adequate protection during transport;
- Follow the Gallery Artwork Packaging Guidelines;
- Prepare the artwork within the agreed timeframe.

The Artist remains responsible for the condition of the artwork until it is handed over to the courier or shipping provider.

7. Packaging Documentation

Before shipment, the Artist shall provide photographic documentation of the preparation and packaging process.

The photographic record should include:

1. Artwork before packaging;
2. Front view;
3. Back view (where applicable);
4. Protective wrapping materials applied;
5. Artwork placed inside the shipping container;
6. Internal protective materials;
7. Sealed package;
8. Shipping labels attached;
9. Final package ready for dispatch.

The purpose of these photographs is to:

- Confirm artwork condition prior to shipment;
- Demonstrate compliance with packaging requirements;
- Support insurance claims if necessary;
- Assist with dispute resolution;
- Maintain Gallery transaction records;
- Provide transparency for Buyers.

The Gallery may share selected photographs with the Buyer as evidence of the artwork's condition and packaging prior to dispatch.

The Artist shall retain copies of all documentation until the transaction has been completed and payment has been received.

8. Shipment

The Artist shall arrange shipment using a reliable courier or postal service that provides shipment tracking.

Following dispatch, the Artist shall provide the Gallery with:

- Tracking number;
- Courier details;
- Dispatch receipt;
- Proof of shipment;
- Estimated delivery date.

The Gallery shall communicate relevant tracking information to the Buyer.

9. Shipping Documentation and Records

The Gallery shall maintain a transaction file for each artwork sale.

Where applicable, the file may include:

- Buyer information;
- Artist information;
- Artwork details;
- Invoice;
- Payment confirmation;
- Packaging photographs;
- Dispatch receipt;
- Tracking information;
- Delivery confirmation;
- Correspondence relevant to the transaction.

These records may be retained for administrative, accounting, legal, operational, insurance, and archival purposes.

10. Delivery

The transaction shall be considered fulfilled when the artwork has been delivered to the Buyer.

The Buyer is encouraged to inspect the artwork promptly upon receipt.

If shipping damage is identified, the Buyer should notify the Gallery as soon as reasonably possible and provide:

- Photographs of the artwork;
- Photographs of the packaging;
- Photographs of the shipping container;
- Any relevant courier documentation.

The Gallery shall assist, where appropriate, in communicating with the Artist and the courier regarding the matter.

11. Artist Payment

After delivery has been confirmed, the Gallery shall process payment to the Artist within the agreed payment period.

The Artist shall receive the agreed Artist Price.

The Gallery's commission is incorporated into the final retail price presented to the Buyer and is not deducted from the Artist's agreed artwork price.

Any applicable:

- Banking charges;
- Currency conversion fees;
- Payment processing fees;
- Shipping expenses;
- Customs fees;
- Previously agreed expenses;

may be deducted only where applicable and previously disclosed.

12. Commission Structure

The commission applicable to each transaction shall be determined by the relevant agreement between the Artist and the Gallery.

Different commission structures may apply to:

- Membership Artists;
- Non-Membership Artists;
- Represented Artists;
- Exhibitions;
- Auctions;

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- Special projects;
 - Promotional initiatives;
 - Institutional collaborations.
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13. Transfer of Ownership

Ownership of the artwork transfers to the Buyer only after:

- Full payment has been received by the Gallery; and
- The artwork has been successfully delivered.

Unless otherwise agreed in writing, all copyright, intellectual property rights, reproduction rights, and moral rights remain the property of the Artist.

14. Transparency and Professional Conduct

Alpha & Alpha Contemporary Art Platform is committed to conducting all transactions with transparency, professionalism, fairness, and good faith.

Artists, Buyers, and Gallery representatives are encouraged to maintain clear and timely communication throughout the sales process.

The Gallery strives to provide a trusted environment in which artists may present their work confidently and collectors may acquire artworks securely.

Related Documents

This guide should be read together with:

- Artist Representation Guide;
 - Artwork Packaging Guidelines;
 - Terms & Conditions;
 - Buyers Terms;
 - Privacy Policy;
 - Refund & Returns Policy (where applicable).
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