
ARTIST REPRESENTATION GUIDE

Alpha & Alpha Contemporary Art Gallery

Welcome

Thank you for your interest in collaborating with Alpha & Alpha Contemporary Art Gallery. This guide provides a simple overview of how our artist representation programme works and explains the main practical aspects of our collaboration.

What does representation mean?

Representation means that the Gallery may help promote, present, publish and support your artistic practice through a variety of activities, including:

- Artist profile pages
- Exhibitions
- Publications and interviews
- ArtUnivers Journal
- Newsletters and social media
- Artwork sales opportunities
- Open calls and special projects
- Educational and research initiatives

Representation does not guarantee sales, exhibitions, awards or media coverage, but it allows the Gallery to actively support and promote your work.

Representation Options

The Gallery offers two representation models:

Membership Representation

- Active monthly or annual membership
- 15% Gallery commission on direct sales made through the Gallery

Non-Membership Representation

- No active membership required
- 30% Gallery commission on direct sales made through the Gallery
- Initial representation period of one year

Ownership of Your Artworks

You always remain the owner of your artworks unless a work is sold or transferred through a separate agreement.

Representation does not transfer ownership of your artworks to the Gallery.

Copyright

You retain full copyright over your artworks.

The Gallery receives permission to display and promote your artworks through its website, exhibitions, publications, social media, educational projects and related promotional activities.

Artist Information

To present your work professionally, the Gallery may request:

- Biography
- Artist Statement
- CV
- Website and social media links
- Exhibition history
- Images of artworks

This information helps us create artist profile pages and promotional materials.

Artwork Sales

When a sale is arranged through the Gallery, the Gallery acts as the primary point of contact between the Artist and the Buyer.

The sales process normally follows these steps:

- A Buyer expresses interest in an artwork.
- The Gallery verifies with the Artist that the artwork remains available.
- The Gallery provides the Buyer with pricing, payment, and delivery information.
- Payment is normally received and administered by the Gallery.
- The Artist prepares and ships the artwork.
- The Artist may be asked to provide tracking information and proof of dispatch.
- Once delivery has been completed, the Gallery arranges payment to the Artist according to the applicable representation model.

The Artist remains responsible for packaging, shipping arrangements, courier selection, insurance decisions, customs requirements, and compliance with applicable regulations.

The Gallery may provide practical guidance and recommend best practices relating to packaging and shipment, but responsibility for shipment remains with the Artist.

The commission applicable to each sale depends on the Artist's representation model and any specific agreements in force between the Artist and the Gallery.

Ownership of an artwork transfers to the Buyer only after payment and delivery have been completed.

Further information regarding sales administration, payment procedures, shipment coordination, delivery verification, and artist payments can be found in Annex 3 (Artwork Sales & Delivery Procedures) of the Artist Representation Agreement.

Communication

We ask artists to:

- Provide accurate information
- Keep contact details updated
- Maintain professional communication
- Submit original works
- Inform the Gallery of any issues affecting ownership or authenticity

Ending the Collaboration

Either the Artist or the Gallery may end the representation agreement by giving 30 days' written notice.

Our Philosophy

Alpha & Alpha Contemporary Art Gallery aims to build long-term, professional relationships with artists from diverse backgrounds and disciplines.

Our goal is to create opportunities for visibility, dialogue, research, publication, exhibition and the promotion of contemporary artistic practice within an international context.

Alpha & Alpha Contemporary Art Gallery

www.alphaalpha-art.co.uk

Manchester, United Kingdom

Albert Deak

