

Artists Submission Guidelines

Alpha & Alpha – Contemporary Art Platform

We welcome contributions from artists whose work aligns with our curatorial vision. Please read the guides below before submitting your documents.

1. Artist Statement (150–300 words)

Your Artist Statement must be written in English and submitted as a separate document (PDF or DOCX). It should clearly describe:

- your artistic themes and conceptual focus
- your creative process and chosen mediums
- your philosophical or emotional approach
- your influences (optional)
- what you want viewers to experience when encountering your work

The text should be reflective, coherent, and professionally written.

2. Biography (100–200 words)

Submit a short professional biography that summarizes:

- Your background and education
- Your artistic development
- Relevant exhibitions, achievements or memberships
- Your current practice and location

The biography must be written in English and submitted as a separate document.

3. Portfolio (PDF ZIP)

Please attach a portfolio containing:

- 3–5 works of art
- Each artwork must include: title, medium, size, year
- High-resolution images are recommended
- Optional: Short descriptions for selected works

Your portfolio should reflect your current artistic direction.

Supported media — with short descriptions

- **Paintings** — works created with traditional or contemporary painting techniques on canvas, panel, or alternative supports.
- **Drawings** — works on paper or other surfaces using graphite, ink, charcoal, or mixed drawing media.
- **Graphics** — digitally produced works, engravings, linocuts, etchings, or graphic composition
- **Watercolors** — works created using water-based pigments on paper, exploring transparency and fluidity.
- **Mixed Media** — artworks combining multiple materials or techniques into a unified composition.
- **Photography** — fine art photography, conceptual photography, or experimental photographic processes.
- **Sculpture** — three-dimensional works made of materials such as metal, stone, wood, resin, or mixed materials.
- **Digital Art** — works created digitally, including digital painting, 3D rendering, generative art, or hybrid digital processes.
- **Installation** — spatial works designed for physical or conceptual environments, including multi-material or immersive arrangements.

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- **Performance** — time-based artistic actions documented through video, photography, or written description.
- **Textile Art** — works created through weaving, sewing, fabric manipulation, or textile-based conceptual practices.
- **Fashion** — fashion art pieces, conceptual garments, wearable art, or design-focused textile creations.
- **Ceramics** — sculptural or functional ceramic works, including hand-built, wheel-thrown, or experimental clay processes.
- **Design** — three-dimensional works, design objects, sketches, prototypes, and compositions oriented toward form and function.
- **Video Art** — time-based works using moving image, sound, or digital montage as the primary medium.

How We Use Your Portfolio

Your portfolio is reviewed for curatorial evaluation only. Not all submitted artworks will be published on the platform. The gallery selects the works that best represent your artistic practice and align with the aesthetic direction of Alpha & Alpha. Additional artworks may be requested if needed, and selected pieces will be featured on your artist page.

Processing & Review Fee — £10 GBP (Non-Refundable)

To ensure a rigorous, fair, and professionally managed evaluation process, all submissions require a non-refundable processing fee of £10 GBP.

This fee supports the administrative and curatorial work involved in reviewing each application, including:

- verifying the completeness and accuracy of submitted materials
- assessing eligibility and alignment with the platform's curatorial direction
- conducting an initial curatorial review of the artist's practice and portfolio
- maintaining the digital infrastructure that allows the submission system to operate securely and efficiently



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The fee does not influence the curatorial decision. All submissions are evaluated solely on artistic merit, conceptual clarity, and relevance to the vision of Alpha & Alpha.

Because the review process begins as soon as an application is received, the fee is non-refundable, regardless of the outcome.

4. Admission, Representation & Artist Benefits

The submission process is entirely free, and all applications are reviewed through a rigorous curatorial evaluation. Only artists whose work aligns with the vision and standards of Alpha & Alpha will be invited to join the platform.

Artists who are approved for representation may choose a paid annual or monthly plan, which supports the professional services offered by the gallery and its editorial division. These contributions enable us to provide meaningful visibility, long-term development, and a high level of curatorial care.

Approved artists receive:

- Inclusion in the Alpha & Alpha online gallery
- A dedicated artist page featuring biography, statement, portfolio, and interview
- Editorial visibility through ArtUnivers Journal — editorials, articles, or interviews curated by our team
- Social media promotion across our official channels
- Presentation and representation to qualified collectors and cultural partners
- Opportunities for features, exhibitions, and collaborative projects
- Long-term support within an international network of artists, curators, and collectors

These services are designed to elevate each artist's practice, strengthen their public presence, and create meaningful pathways for professional growth.

4.1 Membership Plans & Professional Services

Artists who are approved for representation at Alpha & Alpha are invited to join the platform through a professional membership plan. These contributions support the curatorial, editorial, and representational work carried out by the gallery.

Membership Options:

- **Monthly Membership** — £12 / month
- **Annual Membership** — £120 / year (equivalent to £10 / month, offering a substantial reduction)

Unlike automated online platforms where artists simply upload content and manage their own profiles, Alpha & Alpha functions as a curated online gallery. Each represented artist receives dedicated professional attention, curatorial evaluation, editorial visibility, and long-term support.

Membership contributions sustain:

- the curatorial review and selection of artworks
- the creation and maintenance of a dedicated artist page
- editorial features in **ArtUnivers Journal** (interviews, articles, or curated presentations)
- communication and presentation of the artist's work to private collectors, cultural partners, and art professionals
- coordination and follow-up with interested collectors
- long-term visibility within the gallery's international network
- continuous development of the gallery's digital, editorial, and representational infrastructure

Compared to other art platforms — many of which charge significantly higher fees while offering minimal curatorial involvement — Alpha & Alpha provides a high-value, low-cost professional framework built on active curatorial engagement and real representational work.

Membership fees do not guarantee sales or editorial features, but they ensure sustained professional support, visibility, and inclusion within a curated artistic environment.

Membership Fee Adjustments

Membership fees may be adjusted in the future to reflect the operational, administrative, and curatorial costs of maintaining the platform. Any changes to the Monthly Membership rate may be implemented at the discretion of the gallery's management.

Artists who have selected the Annual Membership plan will retain their original rate for the full duration of their annual cycle. Any adjustments will apply only after the completion of the current billing period.

These measures ensure the sustainability of the gallery's professional services while maintaining fair and transparent conditions for all represented artists.

4.2 Contractual Agreement & Gallery Regulations

Artists who choose a membership plan (monthly or annual) and are accepted for representation enter into a formal contractual agreement with Alpha & Alpha Contemporary Art Platform. This agreement outlines the full set of rights, obligations, responsibilities, and professional standards that govern the collaboration between the artist and the gallery.

The contract includes:

- the gallery's regulations and operational framework
- the artist's rights and obligations
- the gallery's rights and obligations
- the commission structure applied to any sale facilitated by the gallery
- procedures for artwork presentation, publication, and promotion
- confidentiality, non-disclosure, and non-circumvention clauses (NCNDA)
- terms regarding the use of images, texts, and promotional materials
- procedures for communication with collectors and cultural partners
- termination conditions and renewal terms



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By selecting a membership plan, the artist acknowledges that representation within Alpha & Alpha is based on a professional, regulated, and contract-based collaboration, not on an automated online profile.

The contractual agreement ensures transparency, protects both parties, and establishes a clear professional framework for long-term artistic development, curatorial evaluation, editorial visibility, and representation to private collectors, institutions, and art professionals.

5. Contact Information

Include in one of your documents:

- full name
- email address
- website or social media links
- any relevant additional details

Submission Format

Please upload the following as attachments:

- Artist Statement (PDF / DOCX)
- Biography (PDF / DOCX)
- Portfolio (PDF / ZIP)

Only complete submissions will be reviewed.