

FAQ's Presented to potential Artists Feb 25, 2016

What is an artist's Co-op Gallery?:

- An Artist's Co-Op Gallery is a gallery that is owned and operated by a group of artists.
- Expenses and labor required to run the gallery are shared by the members.
- Every artist has a role in the operation and promotion of the gallery.
- A few examples of successful Co-Op Galleries:
 - Local Color, Joplin
 - Fresh Gallery, Springfield
 - Simpatico Gallery, Clarksville, MO
 - Downtown Artists Co-Op, Clarksville, TN
 - Artist's Co-OP Gallery, Omaha, NE
 - The Torpedo Factory, Alexandria, VA

How Co-Op Galleries benefit artists:

- Minimum expense
 - You don't have to pay to set up your own gallery,
 - Your membership fee, along with the fees from the other artists, goes toward rent, utilities, taxes, maintenance, promotions and other expenses.
 - ArtForms is planning to give 100% of sales back to the artist, and 0% commission.
- Minimum time devoted to selling your art
 - You work in the gallery for a set number of hours per month
 - You attend a monthly organizational meeting
 - You attend sales training sessions as needed
- Gain exposure in the community as an artist.
- Inspiration, critiques, and ideas from the "family" of artists in the co-op.
- Networking, working with other artists and discovering new opportunities
- Special Events, receptions, featured artist events
- Your art will be professionally displayed in an up-scale setting
- Displays changes regularly, so customers always have something new to discover.
- Promotion online, through the gallery's web site and facebook page, with links to your own contact information or web site.
- Local promotion, through press releases, chamber of commerce events, etc.
- Art Walk will go right past our door.
- Opportunity to do your own small workshops, classes and demonstrations in conjunction with the gallery.

What kind of artist are we looking for?:

- An artist who produces original, professional quality work, presented in a professional manner. (2D wall art should be framed and ready to hang, prints should be matted, etc.)
- One who works well with other artists and with the public
- One who is willing and enthusiastic about selling not only their own work, but the work of the other artists.
- One who is reliable and meets the obligations and expectations of the gallery
- Attend a monthly meeting where we will discuss the operation and future plans for the gallery.
- Work 16 hours per month in the gallery as a sales clerk.
- Perform other duties related to the maintenance and promotion of the gallery
- One who has ideas for improvement and who can work with other's ideas as well.

Vision is the art of seeing what is invisible to others.

-Jonathan Swift