



Creative Chateau

2010 ARTIST HANDBOOK

Crafted by Hand. Inspired by Passion.



Artist



THE CREATIVE CHATEAU

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Dear Artist,

Thank you for your support in the arts and committing to sell your work at the Creative Chateau. It is my intent to provide an inspiring, artistic, non-pretentious selling environment, combined with an enthusiastic and knowledgeable staff to promote and sell your work.

My vision is to bring together artists, patrons and students. As an artist I encourage each of you to share your passions and talents. Although this a new venture, I am committed to giving each artist a voice in displaying and marketing his or her work. Input and suggestions are highly recommended to make this a success for all. In addition the training room is open for those who want to teach small classes of 12 or less. It is my hope that through this venture you will share, learn, and grow as an artist.

Each artist will have an artist biography that will be given to patrons to further promote your talents. This information will also be posted on the Creative Chateau website (www.CreativeChateau.com).

In addition you will receive local and national exposure via the Internet and local marketing strategies. My commitment is to create an atmosphere where creativity and revenue flows in many directions.

Please take time to read through this booklet, as it contains answers to the questions that you might have regarding the selling of your artwork at the Creative Chateau.

Blessings,

Terri Meyer, Artist

- Each artist will be allotted 4ft of wall space to display work. The number of pieces displayed will be determined by the size of the work
- Creative Chateau members will be given the opportunity for a solo exhibition. It should be scheduled at least two months in advance.

Showing Opportunities

- Artists work **displayed at the Gallery** will be featured on the website for sale, number of items limited to 5
- Each artist will have a posted biography explaining their work and brief artist history

*Website:
Creative
Chateau.com*

- Gallery openings will be hosted Quarterly, as work is replaced
- Holiday Open House will run from early November to the end of December
- Solo Events
- Other Events deemed appropriate

Events

- 40% off custom framing of work to be displayed at Gallery, 25% on non-gallery work.
- Use of training room to conduct workshops at a nominal fee of \$25 per hour
- Free business seminars for the artists
- Artists can request to be a part of a leasing program which will place the artists work in local businesses for patrons to view and purchase

*Other
Benefits*



Method:

- *Billboard advertising on interstate 71*
- *Local, regional and national marketing with participation in local events*
- *Posted gallery hours with staff trained to sell the artists work and educate the buyer, if appropriate*
- *Promoting the gallery as a rental space for private parties and other events*

Sales of artwork

Membership

- *Membership dues are **\$35 each month**, payable on the first of each month and considered late after the 8th of each month, after which point a \$10 late fee will be assessed*

Artist cost

- *Membership dues plus a **30% commission** of sales. This covers advertising, local marketing, internet marketing and website maintenance, sales staff salaries and operating overhead of the facility.*

Promotions

- *The gallery reserves the right to use images of your work for marketing and promotional purposes.*

Insurance

- *All work displayed in the Creative Chateau will be insured by the business.*

Days & Times of Operation

- *Gallery Hours : Mon thru Fri 10am - 5pm
Saturday 10am - 2pm*
- *Extended hours during holiday season*

Money Matters

- *All commissions will be reconciled on the last day of each month, payments will be made no later than the 10th of the following month*

About the Creative Chateau

Artist Terri Meyer opened the Creative Chateau in June 2002. Located in a renovated 19th century barn, originally the space was the cozy home of many generations of cows. When Dan Meyer, (Terri's husband), purchased the property in 1997, he stabilized the foundation and dug 5 feet of dirt and accumulated cow dung from the floor so that you would not hit your head on the ceiling. In 1999 he poured a concrete floor over the bottom section of the barn. In 2002 he sectioned off a third of the lower barn to make space for a maintenance facility. As plans go, he never realized his maintenance facility and relinquished the space to his wife as an artist studio. By the end of 2002, another section was added as a saw shop so Terri would have more space to make and store frames. As business continued to grow the space was cramped and in 2005 a gallery space was added by knocking out an arch doorway to the west wall, adding another 600 square feet to the studio. The space was nice but lacked aesthetic appeal, so Terri experimented with painting the floor to look like hardwood. It instantly transformed the studio to a warm and inviting environment. With the technique perfected she repeated the effect in other sections of the studio, adding warmth and character to the Creative Chateau. The displays used in the studio are from a Walmart auction. To create unity of the displays Terri painted them black. The framing tables were purchased from a knitting mill auction in Mansfield for \$7 a piece. The barn is heated with a used motor oil furnace, which recycles motor oil from her husband's masonry equipment. In 2008 it was decided that another addition would be beneficial to both Dan and Terri's business. The lean-to which stored miscellaneous equipment was closed up to make room for an office and new gallery space. This also allows access to the upper barn in the event there might be a reason to expand upstairs. The new gallery yields natural light from the east, providing a warm ambiance with faux painted hardwood floors, soft earthy green walls and a vaulted ceiling. The gallery is a beautiful 800 square foot room perfect for the display and viewing of gallery members work.



MEMBERSHIP GUIDELINES

- The Creative Chateau agrees to **non-exclusive** rights to represent the artist and his or her works.
- Contract duration is for one year, unless specified otherwise.
- Any person, regardless of race, creed or sex is invited to apply for membership at the Creative Chateau.
- Members of Creative Chateau are entitled to access to, and use of gallery space, mailing lists, and all other services and benefits provided by the gallery.
- Members are required to submit an inventory of the work to be displayed. This will include inventory number, artist name, title of work, outside dimensions, medium and retail price. Artist should mark up their artwork **30%**. Art work is to be replaced quarterly so that patrons can frequently experience new work.
- Resignation: A member may withdraw from the Creative Chateau after fulfilling all contractual obligations and by giving 30 days notice to the owner.
- In the event of death of the owner or insolvency of the business, the contract will terminate and all outstanding monies will be paid to the artist within 30 days.
- In the event of death of the artist member, the contract will terminate and all artwork will be returned to the estate along with monies owed within 30 days.



- Artist media must be determined in advance.
- Quality of the artwork will be maintained to professional standards. All artwork submitted to the Gallery must be professionally mounted and ready to display. Saw tooth hangers or substandard framing are not permitted.
- Prints and note cards of original works are encouraged. Quantity will be determined by the space available.
- Artist are encouraged to provide mailing lists to help promotion of local events.
- In the event of loss or damage to artwork that cannot be restored, the artist shall receive the same monies that would be due if the work had been sold.
- Any member in arrears more than three months may be dropped from membership provided such member has been duly notified and warned.
- Expulsion: Creative Chateau reserves the right to terminate contract of member if in the best interest of all parties concerned. All monies due and artwork will be returned upon termination within 24 hours.
- Contract to Create artwork to be negotiated through the gallery with a 15% commission if buyer is a result of gallery promotion.
- Artwork not picked up by artist within 90 days after removal date will be donated to a local charity.