

Tips for Letchworth Open Artists.

This document will share some quick and easy tips to help you prepare both your work and yourself for the Letchworth Open.

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Quick Guide to Photographing Artwork with Your Smartphone

We strongly recommend that you take good photographs of your work during the submission process. These images will not only document your artwork if it is sold, but also be used for our large print gallery guides.

1. Prepare Your Artwork

- If possible, photograph your artwork unglazed. Glare from glass or varnish can distort the image and create unwanted reflections. If your artwork is framed with glass, consider removing it from the frame or photographing it without the protective cover.

2. Set Up Your Space

- **Lighting:** Natural light is always best! Try to photograph your artwork in a well-lit room with indirect natural light. Avoid direct sunlight, as it can create harsh shadows or overexposed areas. If you're shooting indoors, position your artwork near a window or use soft lighting to highlight the details.
- **Avoid Mixed Lighting:** If you must use artificial lights, use white or daylight bulbs to avoid a yellowish or warm tone in your photos. Keep the light source at a 45-degree angle to reduce glare.

3. Position the Artwork

- Place your artwork on a flat surface or mount it on a wall. Make sure it's level and stable.
- **No Leaning:** If it's on a flat surface, avoid leaning it against anything, as this could cause distortion.
- **Centre Your Shot:** Make sure your camera is directly aligned with the centre of the artwork to avoid distortion. A quick tip is to make sure the edges of the artwork are parallel to the sides of your phone's screen.

4. Framing the Shot

- **Fill the Frame:** Get close enough to capture the details, but don't zoom in too much. It's better to crop the image later if needed than to lose quality by zooming.

5. Use Your Smartphone's Camera Features

- **Grid Lines:** Turn on grid lines in your camera settings to help keep the artwork aligned and centred.
- **Focus & Exposure:** Tap the screen on your phone where you want to focus. Make sure the details of the artwork are sharp. Adjust the

exposure if the image is too dark or too light by sliding the exposure slider (on most phones).

- **Avoid Using the Flash:** Flash can create reflections and harsh shadows, which will distract from the artwork's details. Instead, rely on natural or soft lighting.

6. Take Multiple Shots

- Take a few different photos from slightly different angles or distances to ensure you get the best possible shot. Don't be afraid to experiment with the lighting or position of the artwork for the most flattering result.

7. Editing

- After you've taken your photos, you can use basic editing tools to enhance your images. Adjust the brightness, contrast, and sharpness to make the colours pop.
- Crop out any extra space or distractions from the background.

Framing Artwork: Things to Consider When Framing Your Artwork

What Does Framing Do?

Framing serves two primary purposes: it protects and preserves your artwork while enhancing its presentation. A well-chosen frame complements the artwork, drawing the viewer's attention to the piece itself.

Considerations for the Letchworth Open Exhibition

During the Letchworth Open, artwork is often stacked against each other - typically face-to-face or back-to-back - with minimal protection in between. This means any protruding fixings from the back of your frame could potentially scratch or damage someone else's artwork. For this reason, we ask that you avoid using protruding fixings. Any fixings that pose a risk during installation or storage will be removed and discarded. Additionally, we will apply our own mirror plates to the frames or canvases that have already been painted white, so as not to risk getting paint on your work or frame.

What Makes a Good Frame?

A good frame complements the artwork without drawing attention away from it. The goal is to have viewers focus on the artwork, not the frame. A carefully chosen frame also helps potential buyers envision the piece in their own home.

If you're considering selling your work, avoid loud, bold frames that might overshadow the piece. A simple, tasteful frame allows the artwork to take centre stage, making it easier for buyers to imagine the piece in their space. Sleek white, black, or natural wood frames are versatile and timeless. Remember, buyers can always replace the frame later to fit their environment or personal taste.

Mounting Tips

You don't need a bespoke frame to achieve a professional look. If you choose an off-the-shelf frame, consider how you'll mount the artwork. If a window mount is required, why not consult a professional picture framer to cut a custom mount for you, rather than using the mount that comes with the frame?

Off the Shelf Picture Frames

If you're planning to purchase an off-the-shelf picture frame, we recommend speaking with your local picture framer. Many framers offer a range of premade frames and can provide helpful advice.

Remember if you're unsure about your framing choices, don't hesitate to get a second opinion from another framer - even if it's just for another quote. An experienced framer can offer valuable advice on how to best complement your artwork and provide insights you might not have considered. Just remember to give them enough lead time, as framing can take longer than expected.

Pricing Your Artwork

When pricing your artwork for the Letchworth Open, it's important to ensure your sale price remains consistent across all platforms, including the gallery, your website, and social media.

Remember, the Gallery must pay VAT on the final sale price of your work before deducting its 30% commission. If the commission comes to less than £21, a flat fee of £21 will be applied instead. Please factor these costs into your pricing to ensure you achieve your expected profit.

Keep in mind that galleries prefer you not to undercut them by offering lower prices on your own channels. When you sell through a gallery, you benefit from their marketing and exposure. However, if you sell through your website or social media, you get to keep a bit extra, but remember to maintain a consistent price across all sales channels to keep things fair and professional.

Here's how to approach it:

1. Factor in Costs:

- **Materials:** Add up the cost of materials used to create the artwork (e.g., canvas, paint, framing).
- **Time:** Estimate the time spent on the piece. For instance, if you spend 10 hours on a painting and value your time at £20/hour, that's £200.
- **Total Costs:** Combine the cost of materials and your time to get the total cost of producing the piece.

2. Account for the Gallery Commission:

The gallery takes 30% of the sale price. It's crucial that the sale price you set is the final price you want to receive after their commission is deducted, so make sure to factor in the commission when setting your price.

3. Consider the £21 Fee for Prices Under £70:

If you price your artwork under £70, the gallery charges a flat £21 fee. This can significantly reduce your profits if not factored in correctly.

- **Example:** If you price a piece at £60, subtract the £21 flat fee, leaving you with £39. So, when pricing low-cost pieces, you need to be mindful that this fee could reduce your earnings.
- Ensure that your price accounts for both the cost of the artwork and the £21 fee.

4. Know the Market:

Previous Open sales show that the bulk of artworks sold were under £300, meaning buyers are often looking for more affordable pieces. Still, make sure the price reflects both the quality of your work and the cost of materials and time you've invested.

Letchworth Open Labels

Broadway Gallery will create labels for each artwork, following a standard format printed on 85 x 55 mm cards. Each label will include the following information: a unique reference number, your artist name, the title of the artwork, the medium, a single URL linked to your website or portfolio, and your Instagram handle.

Please note that we are unable to include additional information such as QR codes, links to Facebook accounts, or URLs that exceed 24 characters. We also cannot substitute Facebook for Instagram, as the labels are automatically generated.

If you're using a free Wix website or your domain name exceeds 24 characters, we recommend using a URL shortener or setting up a Linktr.ee account to shorten your URL. You can also use a Linktr.ee account to listen more than one hyperlink, so its ideal if you want to share other social media accounts, online shops and online information.

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Artist Name	
<i>Artwork Title</i> YYYY	
Medium	
 www.artists-website.com	
 broadway_studio_gallery	
	£0000

Template

Labelling your Artwork

Before delivering your artwork, you will be asked to ensure it has been correctly labelled on the back. This makes it easily identifiable.

We strongly recommend that you either write "Top" along the upper edge of your canvas stretcher bar or frame or use a directional arrow - particularly if your work is abstract. What may be obvious to you is not always obvious to us, especially as we are handling over 400 artworks.

Secondly, you must ensure your name is clearly written on the reverse of the artwork. Please do not assume we can read your signature. Your name should be clearly identifiable on the back. We would also greatly appreciate it if you could include a contact number, as we occasionally need to speak with artists about their work, such as installation details or questions regarding orientation. This makes the process much easier for us.

If you are attaching a label to the reverse, please ensure it is securely fixed. Postage labels and Post-it notes should be taped down, as they have a habit of coming loose and falling off.

Please complete all of the above before you arrive to avoid any delays.

Social Media

Instagram is a brilliant tool for artists since it's built for sharing visual content, and it's the main platform we use at Broadway Gallery. Before you share your Instagram handle for us to print on your label, we recommend taking a quick look at your account from an audience's perspective. Is your profile professional and focused on your art, or does it include personal posts like holiday or family photos? Would potential followers or clients be interested in your feed? Some artists find it helpful to have two separate accounts - one for personal posts and one for their artwork - so visitors can focus on your art. Also, think about whether your account is public or private, as that can impact who sees your work.

If you'd like the Gallery to follow you, just send us a quick DM, and we'd be happy to follow you back! Also, be sure to post and share your work using the hashtag #LetchworthOpen2026 - we'd love to see and share your content!

Linktr.ee is a super helpful tool that lets you create a landing page with multiple links. It's especially useful on Instagram, where you can only share one link in your bio. With Linktr.ee, you can direct followers to your website, other social media pages, and more - all from one place. It's also a great way to shorten long URLs and keep things tidy!