

Professional Artist Program & Gallery Representation

CALL TO ARTISTS:

The Hyder Gallery Center for Fine Art is dedicated to **fostering** the careers of emerging visual artists and selling their works of fine art. The gallery provides artists the opportunity to showcase their work in our Fine Art Gallery located in our 2,300 sf gallery and training center located in the heart of Downtown Lake Mary Florida. The gallery represents artists work in our gallery as well as within our network of galleries and our “Slide Art Salon” database.

Further, as a licenced **Fine-Art School**, selected artists are offered the **Hyder Gallery Professional Artist Program** and tutored in the skills necessary to become their own art “Agent” and **build a name in the fine-art world by means of extensive gallery representation**. Artists learn how to successfully expand beyond the local market into galleries throughout America as well as creative methods and formulas used by some of the most successful modern day artists. Artists learn why they **should** be in galleries, how to **approach** galleries, what **collateral** is needed, what to say and **what not to say**. All training is by appointment, **one-on-one, provided by our instructor Andrew D Hyder**. Among other things, artists learn how to conceptually and practically create work that has their “voice” (the artist “signature”) and how the voice resonates not just with collectors, but the gallery owners who must accept the work into their galleries. We have built tools to **foster secondary market channels**, to aid the growth of a secondary market for each selected artist work, and inventory management systems for artists to use as they grow their brand.

Not all Artists represented by the gallery need be enrolled in the school, and not all those enrolled in the school will be represented in the gallery.

TUITION AND FEES:

There are no **jury fees** to apply for any program at the Hyder Gallery. If accepted, accepted artists do not rent display areas. We are a 40/60 consignment basis gallery. We take 40% of all art sales. In addition, artists are required to pay a \$40 per month inventory maintenance fee.

WHAT TO EXPECT:

All artists are included in our “Slide Art Salon” concept. This is an upscale seating salon focused on an overhead projected slideshow of all art in inventory (All work from each represented artist). Clients are offered wine and hors d'oeuvres while they “shop” and enjoy a slideshow of every work of art the Hyder Gallery represents, (thousands of works of art).

Hyder Gallery

CENTER FOR FINE ART

Our chief aim is to help artists **propel** their “brand” into the fine art scene. To that end, the focus of our selection process is on the raw **talent** found in work submitted, not necessarily on an artist’s resume or historical success. We further look for artists who have intense motivation and a desire to succeed. We **require** our artists to be easy to work with (i.e. nice). Since gallery competition is fierce, any artist who might be difficult to work with, (creative genius or not) will be politely dismissed (at any time) from our program(s).

Each of our represented artists are granted a display area in the gallery for their work of approximately 8’x7’ (56 square feet subject to the curator’s discretion), and are issued an account on in our inventory management system, which can be easily maintained by the artist. This is the same database that is used in our slide art salon area.

All accepted artists are included in the www.HyderGallery.com online gallery as well as given access to www.PortfolioCatalog.com which is a comprehensive inventory management and gallery art/print tracking system for artists. Both online properties are SEO geared toward serious fine art collectors and galleries and help further promote our artists’ work nationally and internationally.

DEADLINE:

Ongoing (none)

ELIGIBILITY:

The “Call to Artists” is open to all **Fine Art** visual artists (Painters, Photographers and Sculptors). All Fine Art mediums are considered. All artwork must be original (non-derivative) work executed/created by the submitting artist. Limited Editions of original work are acceptable. However, works produced by non-human artists or Folk Art, Crafts and Antiques are not eligible. Works that are religious, patriotic/political, controversial, explicit nudes, or potentially offensive or “scary” in nature are not eligible. Artists must be at least 16 years old (unless accompanied by parent or guardian). All accepted artists, will be required to sign a marketing and representation agreement to enable the Gallery to market the Artist’s work. The Gallery’s representation is **non-exclusive** leaving Artists free to (and taught how to) seek additional sales channels (other Galleries) for their art (outside of the Lake Mary area). The Gallery representation agreement requires a minimum duration of 6 months and at the Artist’s request may be perpetually ongoing. The Gallery reserves the right to reject (at any time) an individual work of art by an otherwise accepted Artist if a specific work does not harmonize with the vision of the Curator/Gallery. Advancing artists may be offered an opportunity to do an art show at the special request and discretion of the Curator.

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SUBMISSION:

Artists must submit between 3 and 10 digital representational images of their art via email (Do not send actual work) according to the following submission guidelines:

Each image file submitted must be NO LARGER than 2 megabytes (mb) in file size. Files are accepted in JPG, TIF, PNG or PDF formats. The dimensions, quality and DPI configurations of your representation images are left to your discretion.

All email submissions must have the Artist's name in the subject line of the email, along with the phrase "Hyder Gallery Jury Review", (example: John Smith Sculpture – Hyder Gallery Jury Review). This helps us sort out submission emails from general email. Each email must include a brief (one paragraph) text indicating intentions or goals as an Artist. Since it is our goal to develop ***motivated talent***, an artist biography is not necessary and can/will be developed together. However, the email should consist of:

- 1 – Artist full name*
- 2 – Artist Telephone Number(s)*
- 3 – Artist desired email correspondence address*
- 4 – A one sentence description of the style and medium of Artist work.*
- 5 – One brief paragraph about goals or intentions as an artist, (or Bio).*

CONTACT:

Send your submission via email to: Andrew@HyderGallery.com and CC Sharon@HyderGallery.com.
Phone contacts are 407-878-7646 (Sharon) or 612-382-5566 (Andrew).

ACCEPTANCE:

All artists will be notified of a decision regarding their work. If you do not hear from us within 5 days, please call to verify that we received your email. Accepted artists may be placed in the Gallery on a first-come, first-serve basis. Acceptance requires the Artist to sign the Representation Agreement (to be provided). Accepted artists will be asked to meet for an interview with the Gallery Curator where further details will be provided. If accepted, the Artist MAY be added to a waiting list (depending upon space considerations). Those on the waiting list will be notified of such and offered inclusion as space becomes available. During the time of representation, accepted artists may be assisted with necessary career building tools. Artist's biography and other sales collateral may be written and designed by the Gallery on behalf of or in conjunction with the Artist. The Gallery retains no rights to any sales collateral specific to an artist. The Gallery must maintain a theme and content standards; therefore all work, presentation materials (matting, framing, and Artist's biography) are subject to the Curator's approval. The Curator may refuse a work-of-art from an already accepted Artist if that specific work is deemed to be unready for public presentation.

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USAGE RIGHTS:

By submitting work for jury consideration, artist agree, (if selected) to have their work displayed in the Gallery and on our web properties. This participation includes a minimum commitment of the costs and commissions described herein for a minimum of 6 months. The role of the Gallery/Center is not to just sell the Artist's work, but to attempt to **give the Artist the gallery experience** intended to extend beyond the scope of the Hyder Gallery. We wish to educate and prepare an emerging artist for a **successful career** in the business. As such, the education sometimes involves kind but frank assessments of an Artist's work, presentation and marketing methods. Therefore Artists selected must be serious and easy to work with. All Artists whose work is presented in the Gallery, must grant permission to use images of this work in marketing publication, online display, and printed promotion materials for the Gallery.

We look forward to hearing from you.

Thank you!



Andrew Hyder
Hyder Gallery, Curator.