



Preparing Your Artwork to Sell Online in LAC's Galleries

Our online galleries enable patrons to purchase your artwork in one click. You are responsible for preparing photo files and information about your artwork so it can be easily identified. Visit <https://lamorindaarts.org/online-galleries/> and review the current online galleries for examples of art for sale. Notice how the artists have photographed the artwork in a professional manner: placement, lighting and backdrop. A good quality phone takes a perfectly adequate image with a little preparation and care.

- Follow the instructions below to prepare photos of what you exhibit in the physical gallery to be emailed to info@LamorindaArts.org. **Deadline is 1 week prior to your install.**
- Send one file (200KB to under 1000KB or 1 MB) for each artwork you exhibit. File formats: jpg or jpeg ONLY.
- To create a title for your artwork photo file, YOU MUST save your file using this example: **[Your last name] [title of artwork] [dimensions] [media] [price].jpg**.
- Create a Captions list in Word with: artwork titles, dimensions, media and prices that match your artwork photo file names. Photo FILE NAMES MUST BE AN IDENTICAL MATCH to the title, dimension, media and price of each artwork on your Captions list. The Captions list is used to create the online artwork description (if the information doesn't match, we simply can't sell it).
- **ONE WEEK BEFORE YOUR INSTALL: Send the aforementioned Word Captions document for each artwork to: info@LamorindaArts.org.**
- If you sell work once the exhibit is up, ask the curator to place a **red dot** on the artwork label. The curator will notify our team, so it is not sold online more than once. If that is not possible, send a photo of the sold art with caption to info@lamorindaarts.org and ask that it be listed as SOLD so it cannot be sold more than once. Art is considered sold when the transaction is complete.

How to Buy Art Online

- If you are in the Gallery, take note of the Artist's name and title of art you wish to buy. If possible, take a photo of the art and the label identifying the art.
- To buy the art online, first go to <https://lamorindaarts.org/online-galleries/>

- Next click on "View Online Gallery" in the Art Gallery at the Orinda Library **OR** Virtual Gallery. See footnote 1 if you can't find the art.
- Next Scroll down the page(s) to locate the matching Artist's name with a photo and description of the artwork you wish to buy.¹
- Finally, click on "ADD TO CART" and follow the instructions.
- Applicable California sales tax (9.75%) + a small online processing fee is added to the price set by Artist. Buyer and Artist are each emailed a confirming sales receipt.
- Transfer of ownership is to be arranged between Buyer and Artist on or after deinstallation of the exhibit in the Orinda Library Gallery or Virtual Gallery, or at another mutually convenient time and place.

How to Buy Art By Check

- Mail us your mobile or other phone number, return address, name of the Artist and title of artwork you want to buy at the address below.
- We add California 9.75% sales tax on Artist's price + mail you amount to be paid. • Mail us your check in the amount specified payable to: **Lamorinda Arts Council, PO Box 121, Orinda CA 94563.**
- You and Artist are then free to arrange transfer of ownership at a mutually convenient time on or after deinstallation of the exhibit.
- Artist notifies Lamorinda Arts Council when the transfer of ownership is complete.

Questions or concerns? Call 925-359-9940 or email info@lamorindaarts.org.

¹ *If you cannot find the Artist's name or photo of the artwork online, identify the art in the Gallery you wish to buy with the Artist's name, title and price of art. Or take a photo of the label ID of the art. Email all information to info@lamorindaarts.org or call us, 925-359-9940. Our team will assist you from there.*