



**The United Kingdom's most comprehensive  
Agency and Internet site for  
Portrait artists  
Commissionaportrait.com**

**For all artists wishing to apply to join the agency please read through the following document. We receive many applications and will only take a limited number of artists on each year. To give you an idea of how we operate please read on.**

**The Agency**

The agency represents all types of artists and portraiture, including the following subject matter;

- People
- Animals (Horses, dogs, cats)
- Cherished Objects
- Houses, Buildings and Interiors
- Murals
- Wildlife
- Maritime Ship Portraits
- Copies and Replica paintings of antique pictures
- Posthumous portraits
- Photographs
- Sculpture

**Aims of the Site**

- To act as an international database for both a national and international audience, listing high quality portrait artists and showing examples of their work.
- To ensure and maintain a highly professional image for the portrait genre on the worldwide web.
- To be easy to navigate and search.
- To be informative, whilst remaining clear and concise.
- To provide professional back up by staff skilled in client care and familiar with the artists' work.
- To provide a competitively priced commission structure and support for artists.
- To increase our average number of visitors a day to the site from 2000 unique visitors to 3000 in 1 year from now.

## **Other Projects**

- The agency aims to secure commissions for its artists by actively promoting the Site to public institutions and major commercial enterprises on both sides of the Atlantic. It is currently talking to the National Portrait Gallery, the Department of Culture, Media and Sport, the Palace of Westminster, The House of Commons and other public institutions on various initiatives.
- The agency provides a service for individual artists who wish to publicize recent portraits especially those of newsworthy sitters.
- The agency is setting up a network of regional agents, in Britain and Ireland, and overseas agents, in particular in the United States, whose task it will be to secure commissions for the agency's artists. Regional and overseas agents will also provide marketing and pr services for artists in their region. We are already setting up links with galleries in the Gulf States.
- We attend regular art fairs and show each year. You will be given an opportunity to exhibit your work at our stand. This is a very successful way of getting your work seen by potential customers; we normally take between 60 – 80 inquiries for a 4-day show. There will be an admin and stand charge made. Prices will vary according to the show we attend. These are the following shows that have exhibited at: House and Garden, Country Living, Hampton Court Flower Show, The Game Fair, Badminton Horse Trials, Burghley Horse Trials, The London Art Fair, etc.

## **NEW ART COLLECTORS**

We are constructing a new online art portal for artists to sell their work direct, you will be able to upload your own work for sale at any time. This site will be ready and functional in approximately 6 months time. All artists who join Commission a Portrait will have one year's free membership of this site.

## **The Artist's Admin Area**

- Artist's admin area, this will allow the artist to upload images and text to the web site at their leisure, this will increase speed of upload and offer the artist far more flexibility. There have previously been very long delays when we have had to change and edit an artist's portfolio. This new feature will be accessible with a user name and password.

## **Artist's Biographical and Portfolio Field** **- What it should contain.**

- Sufficient visual information (a minimum of 6 images) of previous sitters or subjects including; title, medium, **measurements**, year produced for clients to make an initial selection of one or more artist.
- A photograph of the artist

[www.commissionaportrait.com](http://www.commissionaportrait.com) email: [info@commissionaportrait.com](mailto:info@commissionaportrait.com)

tel: 0044(0)207 921 9704 fax: 0207 921 9709

18 La Gare, 51 Surrey Row, SE1 0BZ, London, United Kingdom

- An extensive biographical profile - This area provides up-to-date information on the artist's art education, achievements, awards, exhibitions, etc.
- A list of notable commissions - This enables the artist to list portraits they have already painted of interesting and notable sitters.
- Media quotations and personal testimonials - This area quotes any significant comments concerning the artist published or broadcast in the media.
- The artist's philosophy - This area gives the artist the opportunity to say what they aim to achieve with their portraiture and allows the client to know more about the artist.
- The artist's procedure - This area enables the artist to explain how they work, giving details such as the approximate number of sittings, and the length of sitting, etc. Whether the artist is happy to work from photographs etc. Clients will be able to estimate how long the process will take.
- The artist's prices - This area enables the artist to publish a set of accurate prices for the types of portraits they undertake. **Prices should include our commission and be in sterling.** The prices should be within the following ranges:

Drawing -  
 Head and Shoulder -  
 Half Length -  
 Three Quarter Length -  
 Full Length -  
 Double Portrait -  
 Group Portrait –

- An E-mail field - This area enables clients to contact us by e-mail about a selected artist.

## Other Site Categories

- **Antique & Historical Portraits**

In this area we display a gallery of antique portraits for sale by our sister company **Artware Fine Art**. We will also offer advice on buying and collecting antique portraits.

- **Portraits from photographs**

This area lists artists able to paint portraits of deceased people from photographic reference.

- **Copies**

This area lists artists who specialize in copying antique portraits.

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## Fees and Commission

### Site Fees

#### Option 1. We recommend you use this option.

#### Uploading your own images and text to your online portfolio using the artists upload system (18 images).

An Initial Set up and editing fee will be **£200 +vat, £35 VAT.** **Total £235.**

The price will cover 18 images or (3 pages) for a year, including hosting fees.

\*Extra images will be charged at **£30 +£5.25 VAT,** Total Price of **£35.25** for blocks of 6 images

#### Option 2.

#### Using our services to upload your images and text to your portfolio

An Initial Set up and editing fee will be	<b><u>£200 +vat, £35 VAT.</u></b>
Processing images and text by our staff	<b><u>£ 150 +vat, £26.25 VAT</u></b>
TOTAL:	<b><u>£411.25</u></b>

### Scanning

If there is any scanning to be done there will be a charge of **£50 for up to 18 Images** and thereafter **£3.00 per image.**

### Annual Fee

This fee will be payable in year 2 and subsequent years. The total fee each year on the Site will be **£150 +£26.25 VAT,** Total price of **£176.25.** This will include the administration of your biographical information and portfolio field and will entitle you to:

- The inclusion of 18 images\* and a photo of the artist
- Access to the site via the artists admin and upload area
- A period of one year on the Site.
- The Site's ancillary and marketing services

\*Extra images will be charged at **£30 +£5.25 VAT,** Total Price of **£35.25** for blocks of 6 images

**Please send your cheque, payable to 'Commissionaportrait', to us at our address:**

**18 La Gare  
51 Surrey Row  
London SE1 0BZ**

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## Commission Structure

We charge commission at a rate of **35%\* + vat**, with a minimum charge of **£200 + vat**, on all successful commissions achieved through the Site and Agency.

- 5% extra will apply to third party introductions.
- 30% +vat for Photographers
- 10% will be added to the standard commission of those artists who after the first year of membership do not want to pay the annual web fee, this is known as Option B.

**Repeat Commissions** - We will charge a reduced commission of 28% + vat (subject to our minimum charge) for any follow-on work commissioned by a client who was originally introduced by the agency. 20% +vat for photographers.

### The information required for the artists self admin facility –

You can send as much or as little as you like of the following but it does help to have a brief introduction about yourself. Important sections are price structure, artist's procedure and travel;

1. **Images:** Remember that these are the first examples of your portraiture work that the client will see. We recommend twelve to eighteen high quality images of paintings, which best illustrate your type and style of portraiture. Well-known sitters are a good selling point. **You should also include the name and profession of each subject, the size of the actual portrait and the medium.**
2. **A photograph of the artist.**
3. **A complete up-to-date and accurate biography:** This should include details of your art education, achievements, awards, group and solo exhibitions, and listings in books.
4. **Notable commissions:** A list of completed commissions of interesting and notable sitters.
5. **Media quotations:** This should include press articles and quotations.
6. **A price structure:** This information should offer a breakdown of price structures for the type of portraiture you undertake in the following formats: Oil – Head and Shoulder; Half Length; Three Quarter Length; Full Length: Double and Group Portraits; Watercolour; Pastel; Charcoal and Pencil. **Prices quoted should include our commission and be in sterling.**
7. **Artist's philosophy:** This should be no longer than a paragraph.
8. **Artist's procedure:** This should be an accurate and informative guide on how you work with client and sitter, e.g. time scale, number of sittings, work from photographs etc.
9. **Framing:** Artists should state whether they will carry out framing or can offer advice on framing.
10. **Travel:** In most cases artists will travel nationally and internationally. Travelling and other expenses should be added to the total price and artists should state whether they are able to travel and how far.

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## **The Team at Commissionaportrait.com**

### **The Partners**

#### **Gregory Page-Turner**

Founder and partner of Commissionaportrait.com

Picture specialist, *Christies*, 1989-1997

Partner in independent art dealership, 1997 to date

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#### **Richard Matthews**

Partner of Commissionaportrait.com

20 years as managing director of commodities firm

Partner in independent art dealership, 1997 to date

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#### **Philip Fryer**

Book Keeper/ Accounts Commissionaportrait.com

### **Web Designers and Technical Advisers**

#### **Ross Macrae**

Web designer and developer. Owner and founder of Macrea Osdin.

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