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NINE dot ARTS

**Loveland Open Studio**

**FURTHERING YOUR  
PROFESSIONAL PRACTICE**

**NINE dot ARTS**

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# AGENDA

**1/** Introductions

**2/** What is an art consultant, and how do I work with one?

**3/** Selling work commercially, and what to be prepared for

**4/** Setting up your studio space for memorable (and successful) collector visits

# DENISE JOSEPH

## Curator

Denise Joseph earned her M.A. in Art History, Theory and Criticism from The School of the Art Institute in 2016. Building on nearly 15 years of client management experience working in the Chicago advertising industry, Denise's more recent role as a Curator with NINE dot ARTS, a national art advisory firm located in Denver, CO, lends a very unique perspective to her clients. She feels strongly that there is magic to be made when art and marketing are brought together with thoughtful planning and a keen eye for the visual expression of business goals. Denise combines her roots in marketing against the backdrop of an extraordinary history of artistic achievement responsible for challenging, changing and feeding today's visual culture to turn spaces into one-of-a-kind experiences.



# VALERIA SERRANO VÉLEZ

## Associate Curator

Originally from Medellín, Colombia, Valeria earned her MA in Art History from CU Boulder, where she specialized in contemporary Latin American Art and was a Teaching Assistant for World Art History classes. Prior to moving to Colorado, Valeria studied German while living and working in Munich, and worked in both Curatorial and Education Departments at the Georgia Museum of Art. Valeria began her work at NINE dot ARTS as the Gallery Manager for Union Hall, and continues to expand her curatorial ability. Valeria's favorite part of working in the art world is elevating and creating a platform for underrepresented voices. Her passion in the art world is curating shows featuring Latinx artists who work with themes of social or environmental justice and/or decolonization.



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# **WORKING WITH AN ART CONSULTANT**



# NINE dot ARTS

We help our clients create one-of-a-kind spaces that captivate audiences and distinguish a memorable sense of place. We do this by curating art from local and emerging artists. From hotels, multifamily residential properties, and offices to large-scale, mixed-use developments and interactive public art installations, our custom art collections are **more than art on walls**.

## Project Experience:

- mixed-use developments
- commercial offices
- public spaces
- hospitality
- multifamily
- healthcare
- community art plans
- and more

## Collaboration & Partnerships:

- developers/designers/architects
- artists and cultural organizations
- government agencies
- communities
- municipalities
- cities
- and others



just the facts on

# NINE dot ARTS



## EXPERIENCE

Over 900 projects in real estate development across 36 states and 5 countries.

Boutique hotels to 20,000-acre community art plans

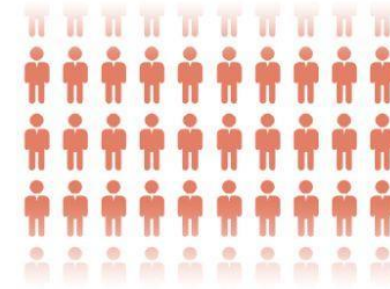


## IMPACT

Over \$40M in revenue generated for the creative economy since 2009.

*"NINE dot ARTS put me in a higher tax bracket this year. And that's a really good thing for an artist."*

- Phil Bender, Artist



## NETWORK

Dotfolio, our proprietary artist database with 100,000+ artworks for our curatorial team.

International creative community with 10,000+ artist relationships





## a team of **SPECIALISTS**

Our company includes over 30 professionals with specialized expertise in art curation and consulting, urban planning, community engagement, project management, marketing, client success, and more.

Our team provides robust service offerings and a holistic experience - from research and vision development to art curation, installation, and engagement.

From boutique hotels to 20,000-acre community art plans, our size allows us to deliver quality, scope, and scale. With comprehensive project management capabilities and employees available nationwide, **we execute our projects on time, on budget, every time.**



# OUR 4-STEP PROCESS



## DAIRY BLOCK

**INDUSTRY:** MIXED-USE    **REGION:** MOUNTAIN WEST

**CLIENT:** MCWHINNEY

**SCOPE OF WORK:**

Community art plan and public art installation for The Maven Hotel (172 rooms), Dairy Block offices, Kachina Cantina Restaurant, and the city's first activated pedestrian alleyway. NINE dot ARTS has also been hired on retainer to support ongoing artwork updates, maintenance, and engagement activities.

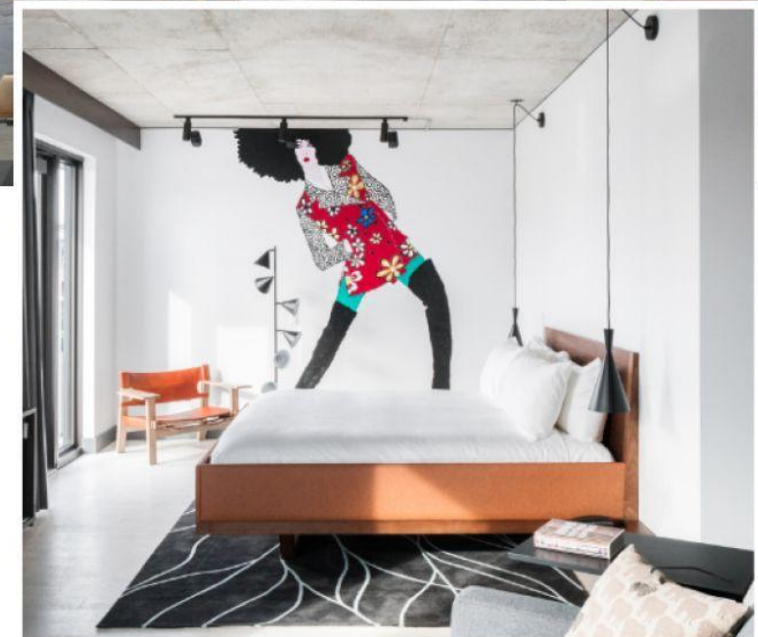
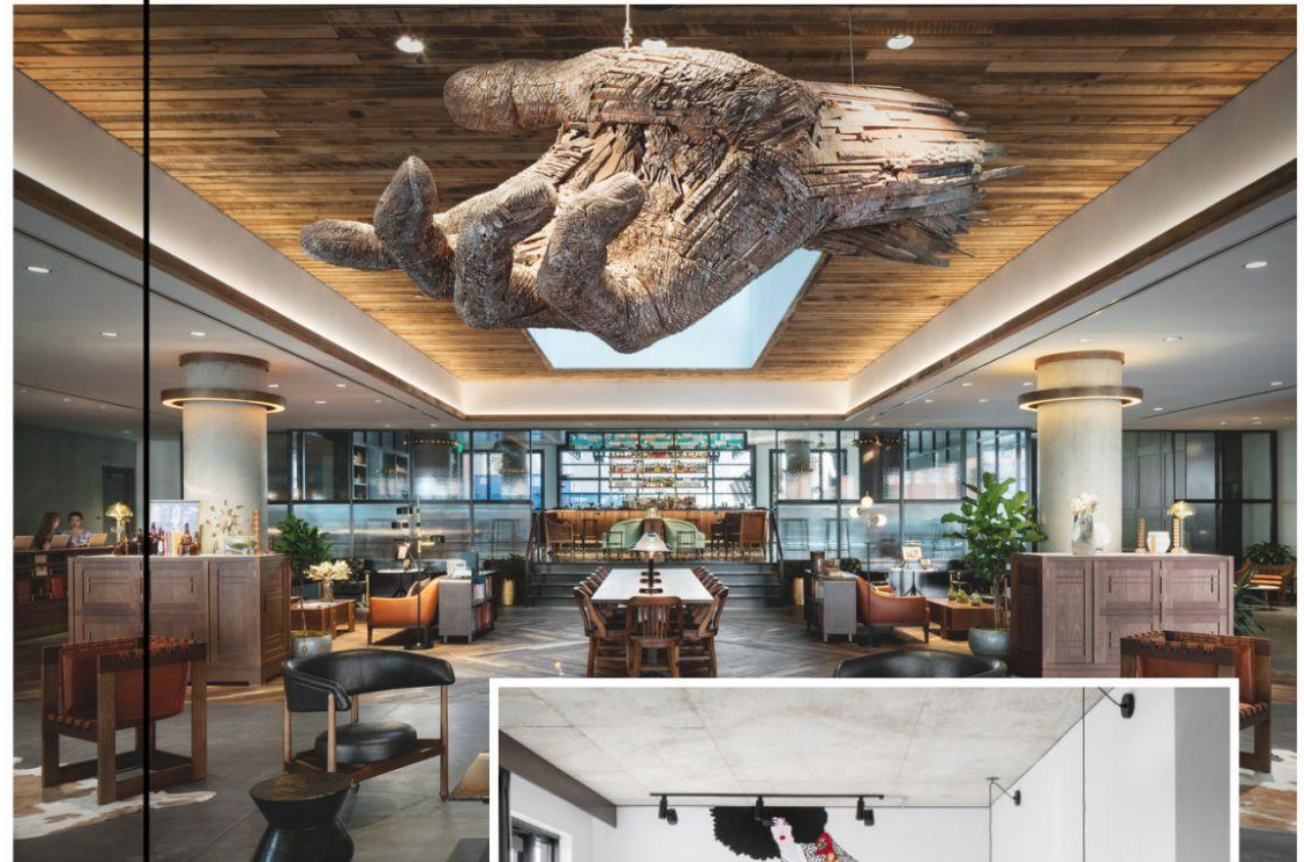
**CLIENT VISION:**

Pay homage to the area's legacy in thoughtful craftsmanship as the site of the historic Windsor Dairy

**NINE DOT ARTS VALUE ADD:**

Honoring the original Windsor Dairy and the concept of "the maker," the collection demonstrates exceptional use of public space and art with impact to engage surrounding retail and entertainment, creating a lively and unforgettable urban experience.

- 10 site-specific, multimedia public art commissions are featured in the length of one city block
- 30-foot tall "Spilt Milk" sculpture serves as a landmark installation, welcoming visitors into the alley
- 500-lb wooden hand hanging from the ceiling of The Maven has become a staple of the Denver arts scene
- Partnerships with the Colorado Crush Mural Festival and Lighthouse Writers Workshop's WriteDenver Program helped recruit local artists and engage the surrounding community in the art collection
- Winner of ULI 2021 Americas Award for Excellence





## DAIRY BLOCK



Left: Collin Parson  
Middle: Airworks  
Right (1) Diego Rodriguez Warner (2)  
Emmanuel Martinez



# JACKSON NATIONAL LIFE

**INDUSTRY:** CORPORATE OFFICE    **REGION:** MIDWEST

**CLIENT:** JACKSON NATIONAL LIFE

**SCOPE OF WORK:**

Artwork for two office buildings and exterior spaces

**CLIENT VISION:**

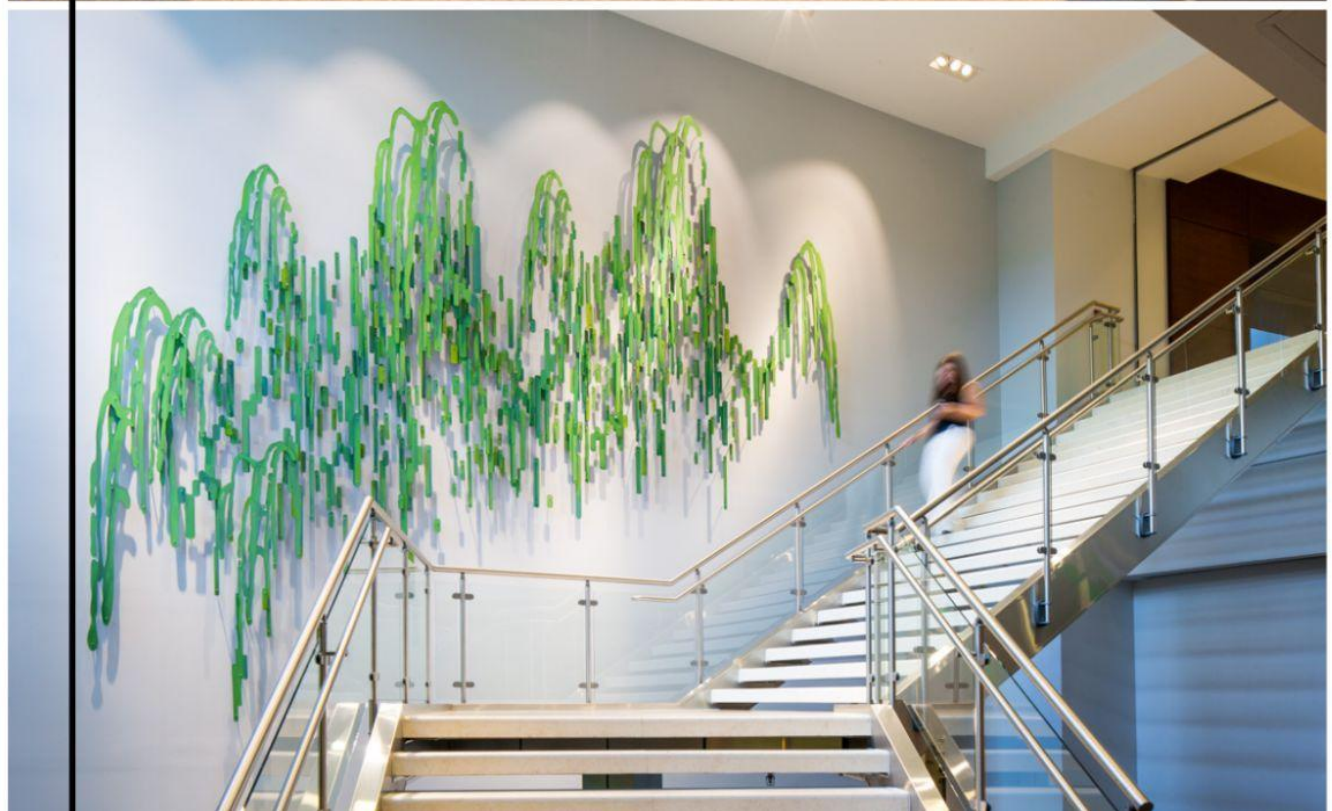
Curate artwork for the company's Lansing Home Office expansion project

**NINE DOT ARTS VALUE ADD:**

Our team curated a cohesive collection that demonstrates the tremendous benefits of art in the workplace, including its ability to inspire innovation, productivity, and connection across Jackson's employees, clients, partners, and the greater community. Featuring dozens of original, investment-quality commissions and numerous works by local artists, the project reinforces the value of an intentional, high-impact art experience to engage and uplift all who interact with it.

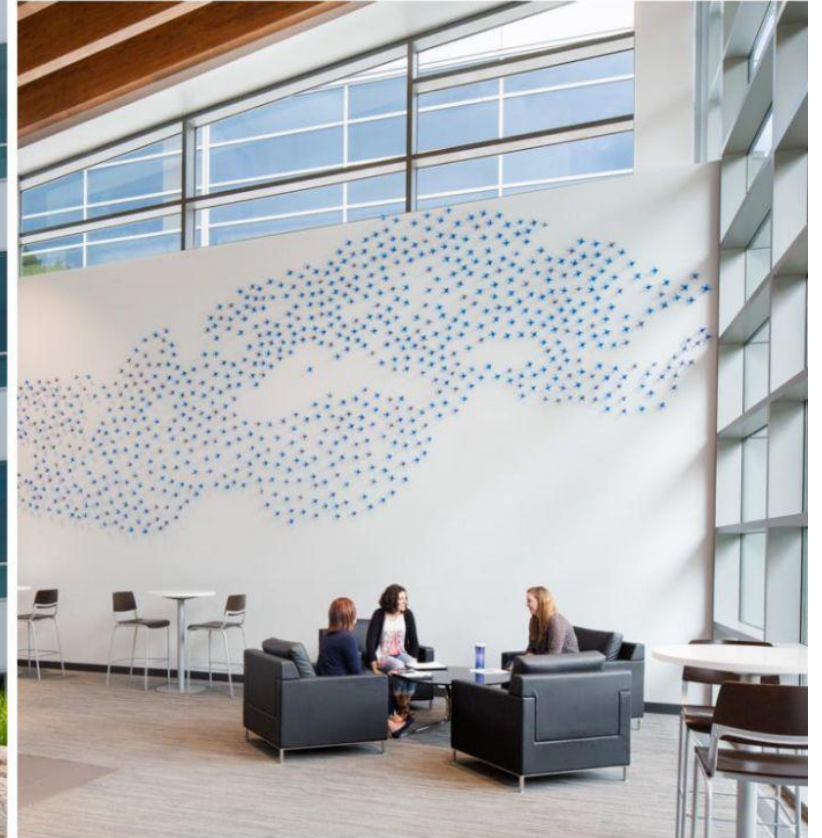
- 1,384 artworks across 228,065 square feet throughout two buildings
- Interior and exterior installations
- Tells a compelling visual story about nature, wellness, and connectivity

Top: Stephen Batura  
Bottom: Katy Stone





## JACKSON NATIONAL LIFE



Left: Nathan Brown  
Middle: Mike Whiting  
Right: Rob Snyder



# KENECT APARTMENTS

**INDUSTRY:** MULTIFAMILY **REGION:** SOUTHEAST

**CLIENT:** AKARA PARTNERS

**SCOPE OF WORK:**

Artwork and styling throughout the property's lobby, coworking space, and rooftop clubhouse

**CLIENT VISION:**

Connect residents to their home of Nashville and to the Kenect brand

**NINE DOT ARTS VALUE ADD:**

Nashville's food and arts scene by day and music scene at night inspired our team to curate both high energy artwork and "hidden gems" that offer residents moments of quiet discovery and appreciation. Spanning seven floors, the collection features murals, mixed-media installations, and cozy artifacts that connect residents to the space, to one another, and to the city they call home. Artwork serves as a visual indicator of the Kenect brand, making the space a desirable destination for young professionals and urban dwellers seeking an authentic community vibe.

- 19-foot-high sequined mural by Kong Wee Pang and Jay Crum spans two floors
- Lobby murals by local Nashville artist Nathan Brown awaken the space and promote visitor engagement
- Large, abstract palm mural by Kim Radford was inspired by Scandinavian textiles and vintage wallpapers





## KENECT APARTMENTS



Left: Nathan Brown  
Right Tess Davies

# BEHIND THE SCENES



1. At NINE dot ARTS, the curator is solving for: What is the experience the art will create in the space? Does it align to supporting the project vision/narrative?
2. Research artists whose practice and aesthetic align with creating that experience
  - Local galleries and co-ops
  - Nearby universities
  - Brainstorm with other curators
  - Online commercial sites
  - Instagram
3. Artist-direct (or gallery) outreach to discuss their practice, available work and/or commission work, the project timeline, and budget
4. Art collection presented to the client
5. Finalize selections and proceed to next steps for design proposals and procuring the work

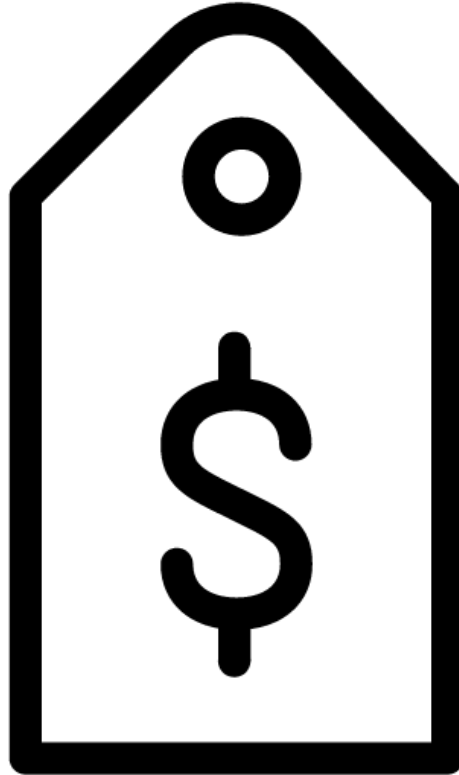


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# **PREPARING FOR THE SALE**

# ART PRICING

## definitions



### **Production Cost**

The cost to create a piece of artwork including time and materials

### **Wholesale Price**

The price you, as the artist, sell your work for (to a reseller, like an art consultant or gallery)

### **Retail Price**

The price the general public pays for your artwork

### **Market Value**

The amount people are willing to pay for specific artwork

# THE ART OF ART PRICING



- 1. Determine what it costs to make your art:** material, overhead, and time/labor costs.
- 2. Consider factors like rarity, permanence, cost of the materials, and productivity.** If the work is one-of-a-kind, it's more valuable than a 250-edition limited print. Likewise, a bronze sculpture will cost more than a paper sculpture not only because bronze costs more than paper but also because it has an enduring power that paper does not.
- 3. Compare prices** among a wide variety of artists and galleries locally, nationally, and internationally, with work that is similar to yours or with artists who are at a similar point in their careers. This helps you determine the fair market value of your artwork.
- 4. Take an inventory of your work and price everything.** Then keep your price list handy! It's easy to blank when someone asks for a specific artwork's price. Take a breath and say, "Let me double check." Grab your list and refer to it so your pricing will be consistent and not fall prey to whims or split-second decisions.
- 5. Once you've established a pattern of sales** and/or you're too busy to keep up with the current demand for your work, consider increasing your prices.

# THE ART OF ART PRICING

**Wholesale is the lowest price you will accept for a piece.** It's the price that covers the cost to make the art with a little something extra. Wholesale is important when you're working with a gallery, a dealer, or an art consultant because it's the amount that will go directly to you when a piece is sold. The wholesale amount is the guaranteed amount you'll make from the sale, regardless of who sells the piece.

**Generally speaking, the retail price will be twice as much as the wholesale price.** Think of the difference between the wholesale and retail prices as the cost to sell an art piece. Galleries, dealers, and consultants spend an inordinate amount of time and resources selling art.

If you use wholesale pricing for direct sales from your studio, you may be undermining the very people trying to help you succeed. If you sell a piece yourself - it should be at the listed retail price. You should also reap the benefits of that time and effort.

Make sure the buyer is aware of the retail price. Having just one retail price also makes your life easier, since there's just one number to keep track of. The retail price should remain consistent across sales from your studio, gallery, dealer, or consultant.

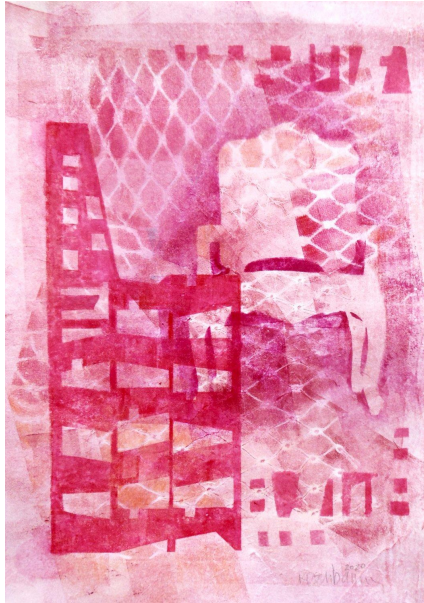


Image courtesy of Liz Quan



# PRICING EXAMPLE : Simple Method

Note: This is just one example of the many approaches to pricing work. Image courtesy of Deb Rosenbaum



## Artwork Example

18"x 24" print  
2 hours to create  
\$20.00/hour for labor  
\$15.00 in materials

## Production Cost

## Wholesale Price

## Retail Price

### Formula

Hourly Rate X Hours of Work + Materials Cost

### Example

\$20/hour X 2 hours + \$15.00 = \$55.00

### Formula

Production Cost X 2

### Example

\$55.00 X 2 = \$110.00

### Formula

Wholesale Price X 2

### Example

\$110.00 X 2 = \$220.00



## Artist Selling to the Public - Use Retail Price

### EXAMPLES

- Selling on your website
- Etsy
- Art fair
- Selling to a friend

## Artist Selling to Reseller - Use Wholesale Price

### EXAMPLES

- The amount you receive when a gallery sells your piece
- You sell a piece to an art consultant for use in a new hotel

## Reseller Selling to the Public - Use Retail Price

### EXAMPLES

- A client buys a piece from the gallery
- An art consultant sells a piece to a client

Image courtesy of Courtney Cotton



# **WHAT TO EXPECT WHEN CREATING A COMMISSION**

# 7 Steps to a Successful Commission

## Design Initiation

- (1) Artist creates sketches/maquettes for consultant/client approval. A design fee is agreed upon.
- (2) Typically, one revision of the sketches/maquettes may be included in the design fee.
- (3) Consultant/client approves the sketch and the artist is paid a design fee.





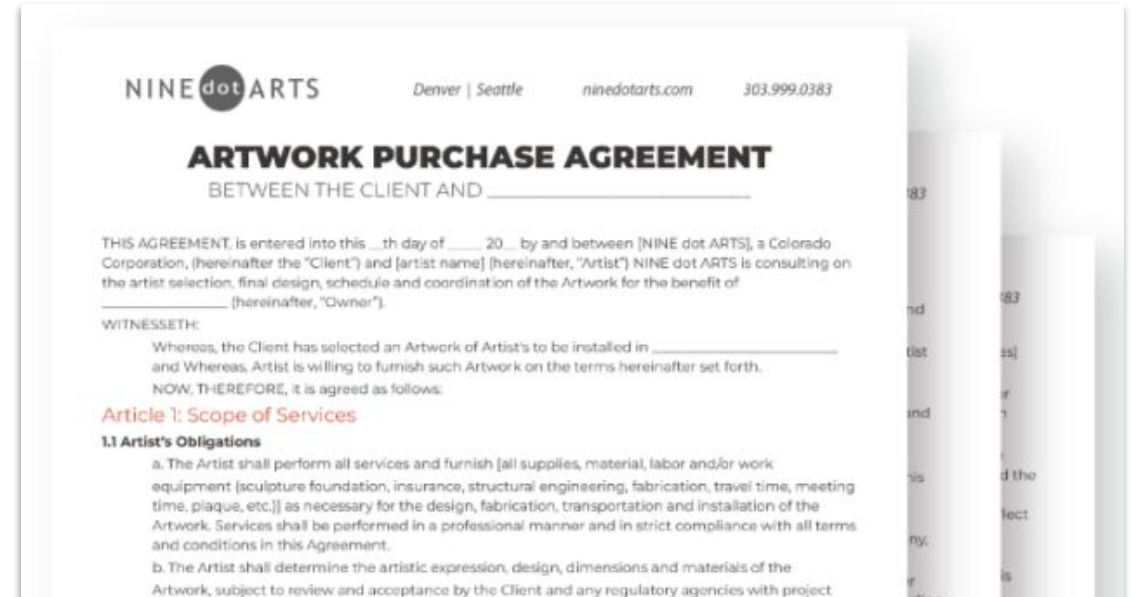
# 7 Steps to a Successful Commission

## Artwork Creation and Invoicing

(4) Consultant/client submits written approval to the artist to proceed with artwork creation based on the approved sketch/maquette. Consultant/client and artist agree to a timeline for artwork completion.

(5) Artist submits a W9 and invoice for the full artwork amount to the consultant/client.

Consultant/client will release 50% of the full amount as a deposit to begin work, and the remaining 50% at project completion, unless otherwise agreed upon in writing. Artist begins work on approved artwork direction upon receiving deposit.



# 7 Steps to a Successful Commission

## Progress Reporting

(6) Artist provides consultant/client with written progress reports at 30%, 60%, and 90% of artwork completion via email correspondence, including photographs of artwork in progress. Such progress reports keep all parties informed while minimizing any risks or surprises in the commission process.

- ❑ Consultant/client will provide feedback to artist if the commission is not meeting the agreed-upon sketch/maquettes. Artist will make reasonable and necessary adjustments to the commissioned work if requested.
- ❑ Artist may be asked to assist in documentation of the creation process which can be shared with the client and/or the general public.
- ❑ Artist may be asked to supply structural stamp of engineering, or work with onsite team for structural logistics

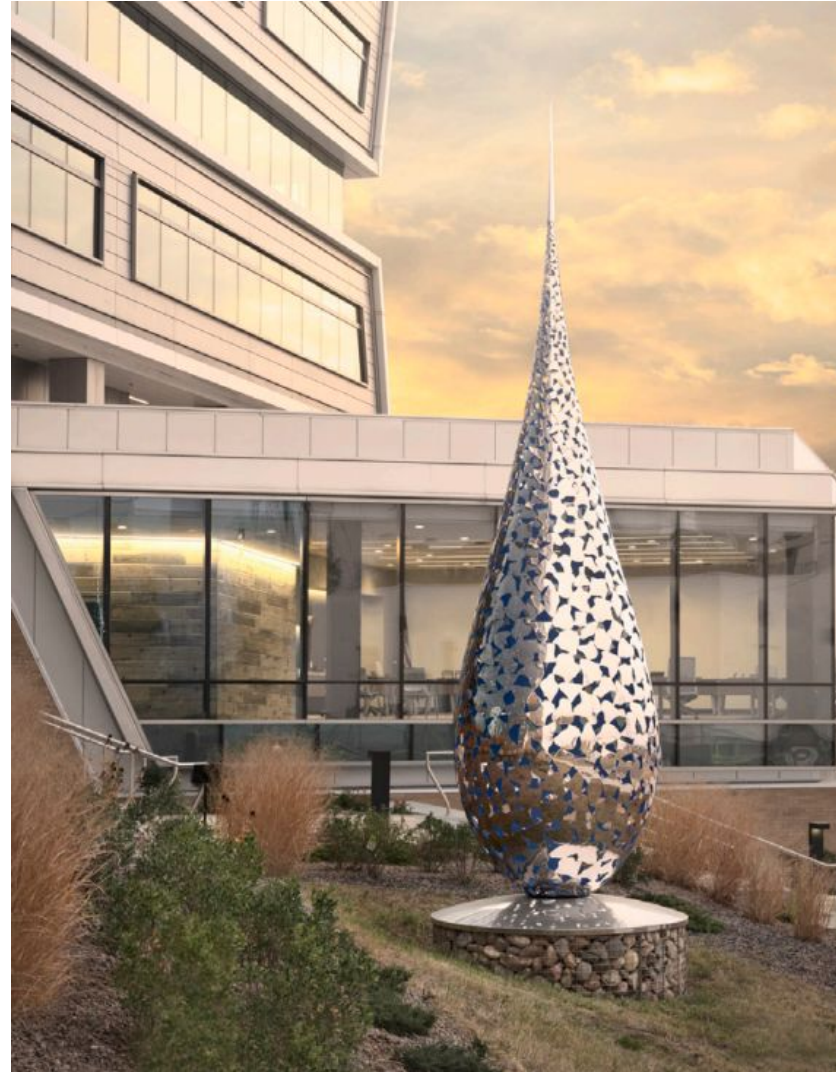


# 7 Steps to a Successful Commission

## Artwork Complete

(7) At 100% completion, the consultant/client will approve the artwork with a final sign-off and issue the remaining 50% of payment.

- ☐ Celebrate a great collaboration and masterpiece!





# **CREATING SUCCESSFUL STUDIO EXPERIENCES FOR GALLERIES AND COLLECTORS**

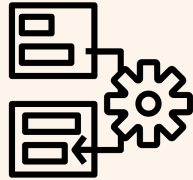


# STEP 1: ARTIST WEBSITE



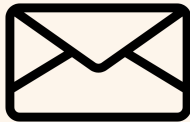
## **Introduce yourself and your work!**

Make sure you share your bio and your artist statement. They are not the same thing, and both are really important!



## **Organize your work.**

There are lots of ways to do this, and all depend on your practice and organization preferences. Some options are categorizing by year, by media, by the title of a body of work, etc., but it serves as a good way to guide the viewer through your work.



## **Share your contact information.**

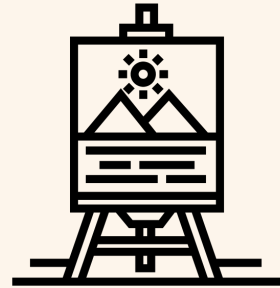
Sharing your email, and any other important contact information (such as social media), on your website is really important so that galleries, consultants, and collectors can reach you and learn more about your work. Contact “forms” are not preferred, since they usually don’t allow for attachments, or any such additional detail that we may want to share.

# STEP 2: STUDIO SET-UP



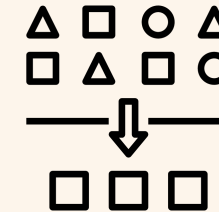
## **Lighting is everything!**

Make sure you are showing your work in the best possible light-literally. This not only is super important for in-person visits to your studio, but also for photographing and keeping records of your work. A color temperature of 2700K-3000K is most neutral and recommended.



## **Display your work in context.**

It is ideal to have at least one wall of your studio dedicated to displaying completed works either as one cohesive installation, or as they would be installed inside a home or gallery. This not only helps you, the artist, appreciate what you've completed, but also helps clients visualize your work in their space.



## **Show us how you view the world!**

Having a part of your studio dedicated to works in progress, as well as inspiration, and talking through it all invites the viewer into your world and how you see it!

# STEP 3: FOLLOW-UP, AND MAINTAIN CONTACT



## Create a newsletter!

It's a great way to maintain communication with your audience, and it also encourages you to compile, update, and maintain your database of contacts.



## Keep your website updated.

This allows your audience to know that your practice is still "active," shows professionalism, and doubles as your own inventory of your work.



## Always have an updated price list.

And make sure your pricing is consistent. This is something that consultants will need in order to know if they are able to work with you, as well as collectors and galleries.

## Tips for your artist newsletter:

- Quarterly newsletters are the recommended frequency, but this varies widely (and that's okay!)
- Include any upcoming exhibitions or events that you/your work will be featured in the upcoming quarter
- You may share an updated list of available works, along with works that have sold (sharing pricing is up to you, but we always recommend transparency in your pricing)
- Feel free to include any images/sketches or anecdotes of residencies, recent trips, etc. that inspired you or your work to allow for that intimate interaction with your audience



Sketch recently shared in artist, Judd Schiffman's, newsletter

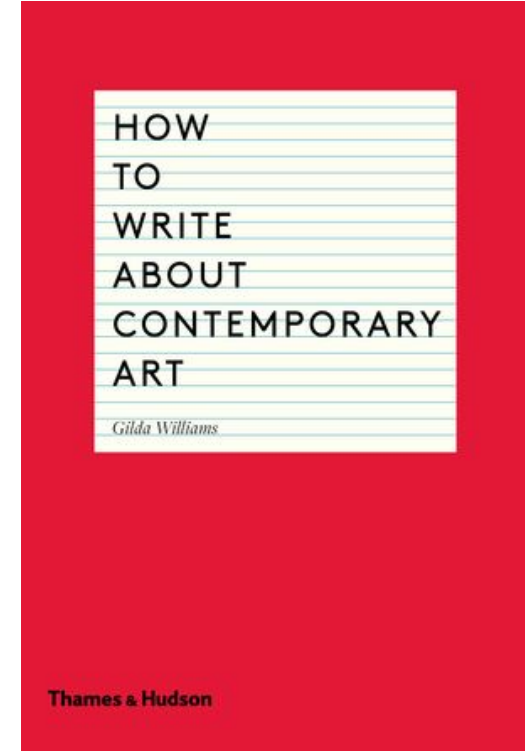




Step inside the studios and minds of 24 established artists in this book!



Amazing resource and business guide for artists of all levels.



One of my favorites, and a book I personally reference regularly! Would recommend for anyone in the art world.

**Q & A**

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**STAY IN TOUCH!**



# DOTFOLIO

**dotfolioart.com**

1. **Sign Up** - answer a few simple questions to create your free profil
2. **Build Portfolio** - upload images of your artwork, sizing, pricing
3. **Stay in the Know** - get notifications when NINE dot ARTS curators plan to sell your work



**Join Our Artist Database**



Create a free portfolio, access  
resources and events, discover artist  
opportunities, and more!

THANK YOU

NINE  ARTS