

Blank Canvas Gallery - How it Works

Blank Canvas Gallery is a web marketing service enhancing connectivity between Artist and Collector. This service provides each Artist with gallery and event hosting, enhanced individual marketing opportunities and inventory management services.

There are two primary functions available.

1. Each **Member Artist** can host their personal online gallery, portfolio, and events
2. Each **Exhibit Artist** can participate in periodic monthly art exhibits

Member Artist

The **Members Gallery** replaces the physical retail galleries. With a BCG web hosted gallery, the artist work is always on display and the artist avoids the gallery commission. Patrons can research, evaluate, and collect from anywhere.

Services include:

1. Artist Portfolio Hosting.
2. Individual Online Gallery Hosting.
3. Artist Resume Hosting.
4. Individual Artist MY Events Calendar Hosting.
5. Individual Artist MY Services Hosting.
6. Individual gallery inventory control and inventory reports.
7. Easy to use online forms to build your data.
8. Easy to use upload function to add photos of your work.
9. Secure and mobile device displays.
10. First Page listing from search engines.
11. Training and Support building and maintaining your data
12. Email marketing announcements.
13. Unique announcement capability on the home page.
14. Each artist provides a roster of email addresses.
15. Artist sign on and password assigned

Exhibit Artist

The Exhibit replaces the traveling shows where you “haul your art to the show” or “haul your tent to the park”. Each Exhibit is active for a minimum of one month and is organized around an art club or special theme. Exhibits can be entered by anyone from anywhere.

Each artist provides:

- Basic contact information and bio
- Pictures of up to five art pieces to be displayed.
- A roster of email addresses to be included in the show announcement.

BCG admin:

- Populates the artist information
- Converts photos to web format and uploads photos
- Creates the exhibit announcement
- Creates the email “brochure” marketing announcement.
- Monitors and maintains the web pages

Since **Member Galleries** are always active, Viewers will browse the **Current Exhibit** and the **Member Galleries** concurrently. Member Artists may also choose to enter an Exhibit.

Cost

Member Artists

- The Members annual subscription fee is \$132.00 payable in advance, billable in January.
- First month is always free – annual fees prorated to start anytime.
- BCG does not charge a commission on sales.

Exhibit Artists

- The fee is \$25 per exhibit for up to 5 entries
- Each Exhibit will be active for a minimum of one month
- Sold pieces can be marked as Sold and can be replaced with another item to keep 5 items active for the show.

Artists are always in charge of sales and fulfillment.

Gallery Administration

- Blank Canvas Gallery.com is owned and administrated by Jerry and Judy Wegenast (see our artist portfolios).
- Online Zoom based training sessions are available.
- Contact us anytime for assistance, to become a Member or join an Exhibit.
- BlankCanvasGallery.com creates a unique synergy and web activity through teamwork by participating artists.

“Having tried the usual web site creation and maintenance, Judy and Jerry Wegenast speak from personal experience. Their individual web site disappeared some time ago. That old effort was costly. Updates required more technical expertise, were time consuming, and tended to be neglected because it was a burden rather than a benefit. As outlined above, Blank Canvas Gallery provides more functionality than similar web sites.”