

Gauging the Grey Area: Questions to assist artists in negotiating terms for production

This worksheet was produced in conjunction with the article, [“Response: Negotiating Terms and Setting Precedents”](#) by Patricia Maloney, in conjunction with *Art Practical* Issue 5.4/Valuing Labor in the Arts and the “Gauging the Grey Area” workshop, part of the Valuing Labor in the Arts practicum, organized by the Arts Research Center and held at the UC Berkeley Art Museum on April 19.

To galleries:

- What would be your strategy for selling my work?
- Who among your existing clientele would be interested in my work?
- What fairs do you participate in?
- What fairs would you bring my work to?
- What online art consultancies do you use (Artsy, Artspace)?
- Which local art consultants do you work with?
- What production costs do you cover?
- Will the gallery take its percentage after my initial outlay for production has been covered?
- How much work do you sell on average for an artist from their first show?
- How much inventory do you keep?
- What is your advertising strategy? Budget?
- Can we get all this in writing?

To small nonprofit exhibition venues:

- What is my artist fee?
- What is my production budget?
- Can I suggest an existing work for inclusion?
- What is your average attendance for an exhibition/program/performance?
- What are your outreach strategies?
- How many exhibitions/programs/performances do you produce annually?
- What percentage of your budget is allocated for programming and exhibitions?
- What is your budget for this exhibition?
- What percentage of your budget is allocated for artist fees?
- What is the size of your staff?
- Can you estimate how many hours your staff will expend in producing this exhibition?
- How much overtime does your staff work?

To museums or kunsthallen:

- What is my artist fee?
- What is my production budget?
- What is my shipping budget?
- What is your estimated attendance for this exhibition/program/performance?
- What is the production budget for this exhibition?
- What is the advertising budget for this exhibition?
- What other departments (besides curatorial) will be involved with this exhibition?
- Can we set up a planning meeting with those departments?
- Will there be a catalogue or publication produced in conjunction with this project?
- How many copies will I receive?
- Will you distribute this publication to a list of individuals on my behalf?
- Will I get to work with the graphic designer on identity/branding?
- Will there be a members' reception? A donors' dinner?
- (If a commission for a collecting institution) What is the possibility that this work or one of my works will be acquired for the collection?

<http://www.artpractical.com/column/response-negotiating-terms-and-setting-precedents/>