

## Art Rental & Sales Gallery

AT **LACMA**

LOS ANGELES COUNTY MUSEUM OF ART

5905 Wilshire Boulevard  
Los Angeles, California 90036

TEL: 323 857-6500  
FAX: 323 857-6056

Dear Artist:

Thank you for your interest in the Art Rental and Sales Gallery at LACMA.

The attached Policies and Procedures, and Rental Fee Schedule explain the Art Rental and Sales Gallery (ARSG) program and application process. Please read it carefully and make sure that you understand it fully and are willing to accept its terms.

The following items must be included in your submission packet:

1. Completed ARSG application form
2. 10-20 current images (made within the last two years), submitted in one of the following ways:
  - On a CD, with each image identified by title, medium, and size
  - 10-20 hard copies, each one identified with your name, title, medium, and size
3. A self-addressed stamped envelope if you wish to have your materials returned

Your application package should fit in a 9x12 manila envelope. Please do not send bulky packages, elaborate binders, or mailing boxes.

If you have any questions feel free to call the ARSG office at 323 857-6500, or stop by the gallery on Level One of the museum's Art of the Americas Building. We are open Tuesday and Thursday-Saturday from 11 am–4 pm.

Please send your application package to the Art Rental and Sales Gallery at the above address, and retain a copy of the Policies and Procedures for your future reference.

We look forward to hearing from you!

**ART RENTAL and SALES GALLERY AT LACMA**  
**5905 Wilshire Boulevard**  
**Los Angeles, CA 90036**

## **POLICIES AND PROCEDURES**

LACMA's Art Rental and Sales Gallery (ARSG) is supported by the Art Museum Council, a non-profit volunteer organization. The purpose of the gallery is threefold:

1. To introduce Southern California artists to collectors and the general public.
2. To encourage new collectors by offering artwork at affordable prices.
3. To raise funds for the museum's acquisitions and exhibitions.

### **I. THE APPLICATION**

#### **A. The Process**

- The museum curators and the Art Committee of the Art Museum Council may review your application packet.
  - The Art Committee oversees the gallery, engages new artists, and puts on four exhibitions a year. These artists may or may not be invited to join the gallery after the show.
  - The Corporate Committee consults with businesses and corporations that wish to rent or buy art from the Art Rental and Sales Gallery.
- Committee members will either contact you for an appointment to visit you and view your work, or notify you that your work does not meet the needs of the gallery.
- The committee members work weekly but the process can take up to six months before decisions are reached. Please be patient.

### **II. ACCEPTANCE INTO THE GALLERY**

#### **A. Consignment of Artwork**

- When work is selected for the gallery, the ARSG Committee notifies the Gallery Director, and instructs the artist to make an appointment to bring in one or two works.
  - All artwork must be ready to hang with d-straps (preferred) or wiring.
  - All photographs and works on paper must be framed and under Plexiglas. For safety reasons we cannot accept works under glass.
  - Works on canvas may be left unframed if appropriate.
  - The ARSG reserves the right to reject artwork that it deems improperly presented.
  - Decisions regarding placement of artworks in the gallery and hallways reside solely with the ARSG.
- Starting with the original application packet, an image portfolio and brief biography are maintained on each gallery artist. Artists may update the images in their files at any time.
- Although we cannot store three-dimensional works, or pieces larger than 60" x 72", we do maintain image files of such works to show clients.

B. Pricing of Artworks

- Pricing is determined by the artist.
- Artworks may not be priced over \$6,000.
- Rental fees are based on the purchase price of the artwork (see attached Schedule of Rentals).
- The artist receives 60% of rental fees and sales, and the gallery 40%.
  
- In the case of loss or damage by a renter or the gallery, the total liability shall not exceed 60% of the purchase price.
- In the case of reparable damage to an artwork, the ARSG's liability shall not exceed the actual costs of repair, or 60% of the price, whichever is less.

C. Rentals and Sales

- Individual clients must rent for three-month periods, and may renew their rentals at the end of every period.
- Corporations and businesses must initially rent for a six-month period, thereafter they may renew their rentals every quarter.
- Artists are notified by mail when artwork is rented, sold, or returned from rental.
- Artists whose work has rented or sold should call the gallery and arrange to bring in a new piece.
- The renter always has the right to purchase the rented painting.
  - Artworks out on rental are considered “unavailable” to the artist until they return to the gallery.
  - The artist may not sell an artwork, or plan to exhibit it elsewhere, while it is rented.
- Sixty percent of every rental fee is applied towards the purchase of the work of art.
  - If a piece is rented long enough, it is automatically purchased by the renter.
  - If a renter rents until the full price of the artwork has been paid, the artist receives 80% of the asking price, rather than the usual 60%.
  - If the client exercises the purchase option on a remaining balance, 60% of the balance goes to the artist and 40% to ARSG.
- If a work has not rented or sold in six months, artists are encouraged to exchange the piece.
- If no works have rented or sold in twelve to eighteen months, the artist's participation in the gallery is reevaluated.

D. Financial Information

- Renters are billed quarterly.
  - The billing cycles are January/February/March, April/May/June, July/August/September, and October/November/December.
  - A prorated rental fee is collected if a work is rented in the middle of a quarter.
  - Renters are expected to pay by the end of the first month of the billing quarter.
  - If a renter becomes delinquent, the gallery will take steps to collect rent or have the artwork returned.
- The museum's finance office provides accounting support to the gallery, generates artists' checks, and prepares annual earnings statements.
  - Checks are sent to artists within one month after the gallery has received the client's quarterly payment.
  - The first payment an artist receives for a new rental is usually a prorated amount.
  - Payments thereafter are the regular quarterly amount.

### III. CORPORATE CLIENTS

- Corporate clients provide a substantial portion of ARSG's income.
- Corporate Committee members work closely with businesses and corporations to assist them in renting or purchasing art for their offices.
  - Corporate clients may come to the ARSG to select art.
  - Corporate clients may select from images of the artist's other works.
  - Corporate clients may visit the artist's studio to select works.
- Artwork selected directly from an artist's studio is usually delivered to the client by the artist, and picked up by the artist at the end of the rental period.
- The gallery will keep the artist informed of the status of corporate art.
- Installation of corporate jobs is usually done professionally, at the client's expense, under supervision of the Corporate Committee.
- Occasionally artists are asked to deliver and install their own artworks at a corporate site.
- The rental and purchase price, and the 60%-40% split, are the same for corporate clients as for individual renters.
- Corporate clients must commit to an initial six-month minimum rental period. Thereafter they renew their rentals on a quarterly basis.

### IV. EXHIBITIONS

Four times a year the gallery has a group exhibition of three artists. Each artist in a show is represented by six to eight works.

- Shows are installed in the halls near the ARSG office, and run for about six weeks.
- Exhibitions are open to the public during regular museum hours.
- Opening receptions are held on Friday nights between 6:30 and 8:30.
  - Wine and light refreshments are served.
  - The artist is expected to attend the opening reception.
- Members of the Art Committee will work with the artist to select works for the show.
- Once a work is selected for an exhibition, it may not be shown elsewhere until after the show has closed.
- Artwork selected must be suitably framed and ready to hang.
- All art in a show must be available for sale or rental.
- ARSG prints announcement cards to the exhibition openings.
  - Each artist is given 100 cards to address to their contacts.
  - Addressed cards may be returned to the ARSG for postage and mailing.
  - The ARSG also sends announcement cards.
  - Artists are encouraged to advertise their openings.
  - **Artists are required to use this exact wording: "The Art Rental and Sales Gallery at LACMA" when referring to their shows.**
  - Openings are also announced on the museum's website and bi-monthly calendar, and in various other related media.
- Artwork may not be removed during the show.
- Artwork may be reserved for rental or sale during a show, but it may not be taken by a client until the show comes down.
- Artists must pick up their artworks within five days following the conclusion of a show.

## V. ARTISTS' RESPONSIBILITIES

Artists must agree to accept the following responsibilities when they join the gallery:

- Inform the ARSG of any change of address and/or telephone number, including a temporary absence from the Southern California area.
- All decisions about the installation of shows and works in the hallways are made by ARSG.
- Should an artist make a private sale to one of ARSG's clients, the artist agrees to have the gallery handle the paperwork, and to give 40% of the purchase price to the ARSG.
- Whenever an artist refers to his/her involvement with ARSG on a resume, website, or in any other form, **it must specifically state, in this order: "The Art Rental and Sales Gallery at LACMA."**
- An artist may recall artwork only when the artwork is not rented.
- Once an artwork is rented, the renter has the right to keep the artwork until it is purchased.
- Artists who no longer wish to remain in the rental program at ARSG are asked to so state in writing.
- Artists must make prior appointments with the Gallery Director to deliver or pick up works of art.

**Note: Artists are expected to retain a copy of these Policies and Procedures for future reference.**

**ART RENTAL AND SALES GALLERY AT LACMA  
SCHEDULE OF QUARTERLY RENTAL PREMIUMS**

<u>Sales Price Of artwork</u>	<u>Artist Share (60%)</u>	<u>Gallery Share (40%)</u>	<u>Quarterly Rental Fee (100%)</u>	<u>9.75% Sales Tax</u>	<u>Total Due</u>
TO \$499	\$ 30.60	\$ 20.40	\$51 (\$17/mo. x 3)	\$ 4.98	\$ 55.98
\$ 500 – 999	\$ 46.80	\$ 31.20	\$78 (\$26/mo. x 3)	\$ 7.59	\$ 85.59
\$1,000 – 1,499	\$ 61.20	\$ 40.80	\$102 (\$34/mo. x 3)	\$ 9.93	\$111.93
\$1,500 – 1,999	\$ 75.60	\$ 50.40	\$126 (\$42/mo. x 3)	\$12.27	\$138.27
\$2,000 – 2,499	\$ 90.00	\$ 60.00	\$150 (\$50/mo. x 3)	\$14.61	\$164.61
\$2,500 – 2,999	\$104.40	\$ 69.60	\$174 (\$58/mo. x 3)	\$16.95	\$190.95
\$3,000 – 3,499	\$120.60	\$ 80.40	\$201 (\$67/mo. x 3)	\$19.59	\$220.59
\$3,500 – 3,999	\$135.00	\$ 90.00	\$225 (\$75/mo. x 3)	\$21.93	\$246.93
\$4,000 – 4,499	\$149.40	\$ 99.60	\$249 (\$83/mo. x 3)	\$24.27	\$273.27
\$4,500 – 4,999	\$163.80	\$109.20	\$273 (\$91/mo. x 3)	\$26.61	\$299.61
\$5,000 – 5,499	\$178.20	\$118.80	\$297 (\$99/mo. x 3)	\$28.95	\$325.95
\$5,500 – 5,999	\$192.60	\$128.40	\$321 (\$107/mo. x 3)	\$31.29	\$352.29
\$6,000	\$207.00	\$138.00	\$345 (\$115/mo. x 3)	\$33.63	\$378.63

60% of the rental fee is applied towards purchase of the art. Thus, renters are automatically purchasing the work over time, and may exercise their option to buy at any time.

CYCLE 1: JANUARY, FEBRUARY, MARCH

CYCLE 2: APRIL, MAY, JUNE

CYCLE 3: JULY, AUGUST, SEPTEMBER

CYCLE 4: OCTOBER, NOVEMBER, DECEMBER

**ART RENTAL & SALES GALLERY at LACMA**

**ARTIST'S APPLICATION**

(Use reverse side or additional sheet if needed.)

Name \_\_\_\_\_ Date \_\_\_\_\_

Home address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Studio address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Home phone \_\_\_\_\_ Studio phone \_\_\_\_\_ Cell phone \_\_\_\_\_

Email address \_\_\_\_\_ Website \_\_\_\_\_

Present employment \_\_\_\_\_

Have you ever had work in LACMA's Art Rental & Sales Gallery? \_\_\_\_ No \_\_\_\_ Yes, when? \_\_\_\_\_

How did you learn about our program? \_\_\_\_\_

Gallery or representation \_\_\_\_\_

Art-related education (where and when?) \_\_\_\_\_

Recent Exhibitions (where and when?) \_\_\_\_\_

Publications in which your work is mentioned (where and when?) \_\_\_\_\_

Style of work \_\_\_\_\_ Size range \_\_\_\_\_ Price Range \_\_\_\_\_

Media (check all applicable):  oil  acrylic  watercolor  pencil/charcoal  mixed media  
 collage  photography  digital art  sculpture  canvas  panel  paper  metal  
other \_\_\_\_\_

**CHECKLIST:** Make sure the following items are included in your packet:

- This signed application
- Images of current (within the last two years) work in the form of either
  - (a) CD with 10-20 images. Indicate title, date, medium, and size of each work; or
  - (b) 10-20 hard copies, each labeled with your name, title, date, medium, and size.
- Self-addressed stamped envelope, if you wish us to return your materials.

**I have read, understand and accept the Art Rental and Sales Gallery Policies and Procedures.**

\_\_\_\_\_  
Signature \_\_\_\_\_  
date

Mail complete application packet in a 9x12 envelope to:

Art Rental & Sales Gallery at LACMA  
Admissions Committee  
5905 Wilshire Boulevard  
Los Angeles, CA 90036