

## Guideline sheet for the Art Market



To ensure the smooth operation of our upcoming Art Market, we have established a set of guidelines to help artists and art enthusiasts prepare their prints. Please take note of the following instructions:

- Medium:
  - The prints must be connected to photography in some way - analog or digital doesn't matter, as long as presented in an analog form(print).
  - Feel free to choose between digital and analog prints.
- Dimensions:
  - All prints must be presented with a passe-partout.
  - The maximum size allowed for each passe-partout is 40x50cm, ensuring proper display.
- Protection and Presentation:
  - Prints should be secured within a protective slide for adequate protection.
  - Ensure that your prints are appropriately presented to showcase your artwork in the best possible light.
- Quantity Limit:
  - Each individual may bring a maximum of 5 different motifs for display.
- Edition Options:
  - You have the option to offer a limited edition for each motif.
  - The maximum number of prints in an edition should not exceed 5 pieces.

- Pricing:
  - You must set the pricing of your work yourself.
  - The minimum price is set at 10€ and the maximum at 100€.
  - 10% of the sales will go directly to the festival, the rest will be yours.
  - Please be at the Headquarter (see below) on November 26<sup>th</sup> to collect your sales report.
  - Fill out the invoice template provided at our website and send it to the stated address.
  - Please be thorough with the last two points to ensure being paid.
- Delivery date:
  - All prints must be delivered on the day of construction, which is November 18<sup>th</sup>.
  - Please bring your prints to the ROTLICHT FESTIVAL HEADQUARTER Atelierhaus der Akademie der bildenden Künste Wien, Lehárgasse 8, Tor 2, 1060 and remember to include the completed data sheet, which can be found on our website.
- End date:
  - Please collect all remaining prints and the sales report on November 26<sup>th</sup> at the headquarter.

By adhering to these guidelines, you will contribute to the success and diversity of the Art Market. We are looking forward to celebrating your artistry and creativity together at this event. If you have any further questions or require additional information, don't hesitate to contact us on instagram **@rotlicht.artmarket** or visit our website <https://www.rotlicht-festival.at/program/art-market/>.

Thank you for your participation, and we are overly excited for a vibrant artistic gathering on November 18th.