

A collection of art supplies including paintbrushes in a tin can, paint tubes, and a canvas with a colorful abstract painting.

PRICING AND SELLING YOUR ART

EAMONN MAXWELL | BACKWATER STUDIOS | 30TH JUNE 2023

BIOGRAPHY

- Eamonn Maxwell has worked as a curator and advisor in the visual arts for over 20 years. He has curated numerous exhibitions across the world including the Irish Pavilion at the Venice Biennale in 2011.
- From 2009 – 2016 he was Director of Lismore Castle Arts, where he programmed significant exhibitions by leading international and Irish artists. He has been a passionate advocate for emerging artists, establishing the Emerging Artists Programme during his tenure as University Curator, University of the Arts London and he continues to mentor artists.
- Latterly he has worked a collection adviser to Arts Council of Ireland, Goldsmiths College London amongst others He has served as a board member, and sub-committees, for many not-for-profit cultural organisations.
- He has been a visiting lecturer at Crawford College of Art and Design, Trinity College Dublin, University College Cork, Ulster University and University College Dublin.
- He holds a BA (Hons) in Visual Arts from Camberwell College of Arts, London and a MA in Museum and Gallery Management from City University London. In addition, he has qualifications in corporate governance, marketing and fundraising for the arts.

DISCLAIMER

I currently advise the Arts Council on their art collection but today I am here in my capacity as an independent curator and adviser.

Any advice I will give on the Arts Council is widely available in the public arena and should not be misconstrued as providing any insights on funding or acquisitions

WHAT IS YOUR PRACTICE?

YOUR NAME & PRIMARY MEDIUM



PRICING



WHAT YOU SHOULD PAY YOURSELF





DETERMINING YOUR COST

- Irish Living Wage rate is €13.10 per hour - approx. €105 per day or €525 week
- This is the least you should value your practice at
- However, I think a more realistic amount is €25/hr
- Your fee is not just how many hours you spend on your painting, video, sculpture etc but also time spent on research and development
- Keep a record of how long you spend on each work, or an average

ART MATERIAL COSTS



WHAT YOU NEED TO CONSIDER



Keep a record of all
your material costs



Photograph paper,
printer ink, paint,
canvas, memory cards



Do you need to hire
specific facilities –
foundry, darkroom



Framing or display
mechanisms for your
work



Your studio/practice
running costs – rent,
utilities, fuel/transport



Shipping costs





CALCULATING FINAL PRICE

ORIGINAL WORKS


• Production time	20 hours @ €25/hr	€500.00
• Production costs	Materials €80, studio costs €75	€155.00
• Subtotal		€655.00
• Career Stage	1.5 or more	x 1.5
• Total cost		€982.50

A whiteboard with a black frame is mounted on a light-colored wall. The word "EDITIONING" is written in the center of the whiteboard in a bold, black, sans-serif font. The bottom of the image shows a wooden floor with vertical planks.

EDITIONING

EDITIONED WORKS

• Production time	20 hours @ €25/hr	€500.00
• Production costs	Materials €80, studio costs €75	€155.00
• Career Stage	1.5 or more	x 1.5
• Total cost		€982.50
• Edition of 5	(€982.50 ÷ 5)	€196.50
• Framing	per edition	€100.00
• Selling price		€296.50

The background features a complex financial chart with a grid of dashed lines. A prominent vertical white line is positioned on the left side of the chart. The chart itself consists of numerous candlesticks, with some colored in shades of green and others in shades of blue. The overall color palette is dominated by blues and greens, with a slight gradient from top to bottom.

SELLING

A whiteboard with a black frame is mounted on a light-colored wall. The word "RESEARCH" is written in the center of the whiteboard in a bold, black, sans-serif font. The bottom of the image shows a wooden floor with vertical planks.

RESEARCH

WEBSITE

SERENA CAULFIELD

ANNE HARKIN PETERSEN

ALAN RAGGETT

A hand is shown from the side, with the palm facing the viewer. The palm is covered in a grid of small, glowing dots in shades of teal, red, and white. The dots are arranged in a pattern that resembles a digital grid or a social media network. The background is dark, making the glowing dots stand out. A vertical white line is positioned to the left of the text.

SOCIAL MEDIA

NEWSLETTERS



RESOURCES

- Visual Arts Ireland: <https://visualartists.ie/services/the-guidelines/>
- ArtQuest: <https://artquest.org.uk/how-to-articles/pricing-your-work/>
- Other artists/your peers
- Visiting galleries like Lavitt to research prices



YOUR QUESTIONS