



## AOS ARTIST INTRODUCTION

### **Mission Statement**

Art On Sight exists to increase the awareness and appreciation of art. We foster the local arts scene and its artists, by increasing exposure to the arts.

### **Concept**

Art On Sight gathers artworks from emerging, local artists and exhibits their works in area venues such as businesses, restaurants and office lobbies. The artworks are rotated to new locations on a regular basis—typically monthly.

### **Marketing and Promotion**

We typically market and promote art at the venues via flyers, area publications, and e-mail newsletters, and also hold exhibition openings within venues.

### **Integrity and Beliefs**

Art On Sight was formed by artists who understand the passion for creativity and the difficulties of marketing, promotion, and ‘survival’. Art On Sight is interested in working with only genuine artists. For us, “genuine” translates to: *serious artists who are striving for originality, who are concerned with using quality materials and construction, and who are involved within their art community.* As an artist, you can expect the same from us. Art On Sight values original art; we will never display giclées, and we avidly support the visual art community.

### **Safety and Precautionary Procedures**

Art On Sight cares about the delicacy and value of your artwork. We practice safe-handling procedures such as:

- ✓ Displaying art indoors, out of direct sunlight and in venues that offer normal humidity and temperature ranges.
- ✓ Careful handling to avoid stresses to the joints of the structural frame.
- ✓ Selecting hardware that exceeds necessary weight requirements.
- ✓ Artworks are physically secured in public venues.
- ✓ When in storage or transit, artworks are individually wrapped in fabric.

### **Commission**

Art On Sight retains only 25% of the selling price of an artwork.