



# Information on Selling to the Kentucky Artisan Center

## DEFINING WHOLESALE & CONSIGNMENT

When an artist's work is juried and accepted at the Kentucky Artisan Center the works are purchased outright at the artist's wholesale price – or occasionally consigned. These two processes are defined below.

WHOLESALE: The Kentucky Artisan Center purchases products outright – making a wholesale purchase from the artist/vendor.

This means if you sell a mug to us for \$12.00 (the wholesale price that you determine) you will be paid \$12.00 for the mug and we will then retail it for \$24.00.

In retail this is called *keystone* – where your wholesale price is doubled to arrive at the retail price.

Once accepted, an established account with us does not guarantee continuous ordering of work as purchasing is determined by sales, budgets and seasons.

Artists need to consider many things when determining the wholesale price of their work. Some of these things are:

- Cost of Materials to produce each particular item
- Value of the time it took to make the item
- Overhead to produce the work (renting studio space, electric/heating bill for studio, insurance, cost of hired labor, packing materials, etc.)
- What the market will bear price wise – what other items similar to yours are selling for

### CONSIGNMENT AGREEMENT - The Kentucky Artisan Center

Consigning works means that the artist and the Kentucky Artisan Center agree that:

1 – Artwork to be consigned is in excellent condition.

2 - If sold, the artwork consigned will sell for the retail price established at the time of consignment by the artisan, with 60% of that amount to be paid to the artist and 40% retained by the Kentucky Artisan Center at Berea.

(Example: A \$200 retail item when sold would give the artist \$120 – or 60% of \$200. The Center will retain \$80 – or 40% of \$200.)

3 – The Kentucky Artisan Center has a 30-day purchase return policy. Consignment payments for consigned works sold – will be processed after the 30-day return policy period is past – or 30 days after the date of the actual purchase or sale of the work.

4 – Artworks consigned with the Kentucky Artisan Center cannot be insured by the Center under its insurance policies.

5 – When works sell, they leave with the customer at the time of the sale. This includes works in special exhibits. (Work is not held to the end of exhibits.)

6 – The artist agrees that submitted images or images taken of consigned works on display or in exhibits can be used by the Center for promotional purposes.

I have read and understand the above information regarding my application.

Artist signature \_\_\_\_\_ Date \_\_\_\_\_

# KENTUCKY ARTISAN CENTER AT BEREA

200 Artisan Way, Berea, KY 40403 • Phone: 859-985-5448 • Fax: 859-985-5449

## Kentucky Artisan Center Visual Arts Application – (2-D & 3-D)

**PLEASE ALLOW 30 DAYS FOR PROCESSING**

Name	
Company Name	
Address	
City	
State & Zip Code	
County	
Daytime Phone and Cell	
Evening Phone	
E-mail Address	
Business Address	

**Are you currently a resident of Kentucky?**     Yes     No    If not, please contact our office before proceeding

**Are you 18 years or older?**     Yes     No

**Do you currently sell work through the Kentucky Artisan Center at Berea?**     Yes     No

**Are you currently a juried member of any of these programs?**

Kentucky Arts Council’s Kentucky Crafted Program     Yes     No

Kentucky Guild of Artists & Craftsmen     Yes     No

Other Kentucky Arts Council program (please specify)     Yes    \_\_\_\_\_

Please provide details about the products you would like to sell to the Center for resale - continue on the back if necessary or attach a sheet. Accepted works are purchased from the artist at the wholesale price. The wholesale price that you list here will be doubled to arrive at our retail price. Our retail price must match the retail price you, yourself sell each item for. Accepted works are purchased outright or occasionally consigned (60/40). An established account with us does not guarantee continuous ordering of work as purchasing is determined by sales, budgets and seasons.

Image Number	Title/Description	Dimensions	Description of the Work	Wholesale Price	Retail Price

**WE JURY FROM IMAGES – DO NOT SEND SAMPLES.**

Submit this application form, a biography and images to illustrate each product. Images submitted will not be returned. If accepted, images submitted may be used for promotional purposes. Application form, and images should be printed out or on a jump drive and mailed to the address above to ATTN: Artisan Review. Completed entries can also be hand delivered to the lobby front desk.

**Artisan Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_