

"What will happen to my artwork when I'm gone?"

Brainstorming Session, July 2017

After the Artists Estate Planning discussion held on June 5th, Carolyn Crampton, Diana Krevsky, and Marc Ellen Hamel brainstormed some more about the possible art sales event ideas that were mentioned. Our results are compiled here for your comments and ideas.

Overall objectives

- find good homes for our valued art
- acquire some new collectors
- spare our heirs from a big mess
- honor our art and our great work spaces (avoid talking about a lack of space. Has negative implications. Need better language to describe older works.
- use humor and honesty but don't devalue our artwork which we love
- run whatever project simply and easily, and do not create work for someone

1) Art Sale

A stand-alone art sale. (Summer?)

- Bldg 101 Great Hallway Art Stroll & Sale? or other name
- Sale could be called "Art from the Archives"or "Inventory Reduction" where artists offer selected works for sale at 50% - 75% off.
- Reception stations scattered throughout
- NOT connected to an open studio event
- All money to artists 100%

[We could explain that artists have sorted through their print drawers and painting stacks to show their "best works from past events", or to make room in their studios for newer work. This would help reduce our inventory.]

- Lowered prices on everything especially old work.
- Individual artists could have a in their own studios where you pay \$20
- and can pick a work to take home.
- They can pick from 60+ pieces of old stuff!

2) Legacy Art Sale Fundraiser (or whatever we eventually call it)

A benefit event (during summer?) supporting arts or other worthy non-profit organizations

Not an Auction. Need to be clear on what "legacy of art" means.

Handled along the lines of a White Elephant sale? Best offer? Negotiable? Rock bottom \$\$.

"HPS Artists Give Back"; "We support keeping the arts alive in San Francisco"

- Artists donating their art for a good cause
- Ramps up "giving our art away" to a prestigious level.
- The artist, their generosity, acknowledged as a Legacy donor.
- Arts organizations or other non-profit recipients are publicly posted. Decided from a consensus suggested by participating Shipyard artists and possibly STAR board.
- Artists donate their artwork/s and sets the price low. Emphasis is "affordable"
- Buyer chooses organization from list of designated recipient groups
- Buyer can take home artwork at the moment of sale (*like an art fair*) if they pay suggested price or best offer within set timeframes TBD.
- Emphasis is to raise money (*Clear excess inventory*)
- Unsold art can be offered by artist (*optional*) to an eager non-profit who may use for their own fundraising purposes.
- Add the "story" about your art to the back of auction pieces (since you don't get to tell them what the piece means to you)
- Unsold works returned to artist

Possible Money Arrangements

- Proceeds go to specific non-profits in the community, etc.
- Define % of sales to be shared beforehand.
- We talked about a 25% artist / 75% charity split
- Or maybe artists set their own split but it has to be obvious
- ALL income would go to the non-profits? (i.e., no commission to artists, which would entail a lot more work).
- Money could go to arts/or non-profit organizations through STAR who could collect a nominal handling commission or percentage of sales.
- Or, all proceeds to STAR, or, NOT?

The decentralized idea:

- Charities and non-profits identified and contacted by artists
- Maybe support 3-4 non-profits per event
- These organizations can help with publicity, could have a booth with information or their event
- Might work well with holiday show
- When buying, the person writes the check to the charity and gives to the artist
- The artists collect the checks and distributes to non-profits

Questions

- Held during Spring OS? Conflict? How would we contact/explain/involve those arts organizations?
- Perhaps STAR would allow a "direct sale" section during their SOS auction, called "Art from the Archives"?
- Auditorium may not be available. Gallery on FL2? Hallway?
- Possible a tax write-off

Artists gain

- Publicity and exposure.
- Help art storage problems. get our artwork out in the world
- Funds to help art organizations survive in this threatening atmosphere of govt. budget austerity
- Broader connections with a range of groups outside of the Shipyard.

Challenges?

- We would need administrative help
- Organizing event, coordinating among an array of non-profit groups
- Publicity (*Publicity linked with Spring OS?*)
- Overload impact on volunteer efforts?

3) Lottery/Raffle

1-day event fundraiser

Event could be called ????. A few examples: HPS Artists Give Back, Great Hallway Art Stroll & Sale, Elephant in the Room Art Sale
(Also see list of possible names for a HPS Artists' Legacy Group/Project presents...)

+ your ideas

Logistics

- Win a piece, pick off the wall, buy a ticket for \$20, get a card stamped Tables, print racks and wall space in hallway—no open studios. (*Details to be decided.*)
- Participating artists donate artwork.
- Artists do not receive %, only a tax write-off, if useful.
- Artist's generosity acknowledged as a (Legacy?) donator.

Not connected with any OS event which could detract from artworks being offered for sale on those weekends.

Helps charitable causes while solving our art storage problems

- Participating artists agree beforehand which recipient organizations we want to sponsor or partner with.
- Equally divided proceeds go to specified non-profits in the community, etc.
- Limit to 3 causes? Can select different groups each time event is held? Category emphasis could change as well such as arts, or environment, or education, homeless, etc.

Partner with STAR or not?

- STAR could collect a nominal handling commission or percentage of sales
- Broaden connection with other community groups

Sales

Attendees purchase artwork at rock-bottom price. Artists display retail value and mark-down. Other promotional cards, announcements. Art that doesn't sell can be returned, or offered by artist (*optional*) to the listed groups who possibly want some art for their own fundraising purposes.

Include a special Lottery/raffle/ drawing

- Attendees can purchase unlimited # tickets to enter. Price TBD
- Feature and display large artworks as prizes. Curated?
- Winner drawing held before end of event. Winner takes home prize.
- Value determined for tax purposes. Records must be tracked. Method TBD

Other advantages?

- Publicity and exposure, perhaps future visits to our studios.
- New collectors discover our work and we get our artwork out in the world.
- Funds to help art or other organizations survive in this threatening atmosphere of govt. budget austerity.

Challenges?

- Organizing event, promotion, coordinating among non-profit groups.
- Tracking sales transactions.

4) Hunters Point Scavenger Hunt

Based on the fun "Lyme Light DART FOR ART", we like the idea of donors getting to **win** something, **hunt** for their art, or **participate** in something.

- very popular these days among the younger people. Carolyn's friend has a company where he runs scavenger hunt team building for big companies like Google
- could be during open studio
- people write a check or buy a ticket at some point, so there might have to be a central table (or every artist can make the sale? not sure that will work.)
- any number of artists can be doing it but maybe one building at a time
- all the donated art will have some kind of identifying object about them and the people are given a list:
- for example: purple bowl with fruit, a pink landscape, a black bowl, a ring with a moonstone, a purple mono print with a gold frame, a green sculpture

- the people run around checking off their list, artist has to sign it or say "yes, this is it" or a sign next to it saying it's the one, this way the donors see which art they can choose from
- the first one back to a central table (or artist who made the sale) gets first choice of the art that they have seen?
- they go to the artist with a receipt for the work
- maybe if they take the art, the artist then has a sign saying "former home of pink landscape" or something
- maybe the sales table has a printer to generate the signs

5) Misfit Art Auction Fundraiser Bids Start at \$30

Deals While Donating!

AMAZING deals on end-of-series, scuffed, scratched, slightly damaged, misprints, and perfectly fine works of art by some of San Francisco's most talented artists. All bids will start at \$30 and up. Get amazing deals and support.....

6) Ideas for artists selling in their studios:

- Free for art collectors (*if they wanted to buy and didn't*)
- Mail out a card to certain collectors for 25% off or 50% off or ? "pick a free drawing if you come, because you've been on my mailing list and been supportive for so long")
- We talked about Jean Ebbe's effective sign at OS "exhausted artist" or whatever it was, people liked it and talked about it
- Free for 12 years old and younger : no coaching
- Birthday party: give everyone a gift of your art for the party
- Make one small area in your studio a special sale area

A. Host an exhibit/show (or do it during Open Studio) and call it: "My Life in Art" or "Works from my Private Collection" - it would be a survey of artwork that the artist has kept from early days until now; give a talk about your process and development. Offer pieces for sale and Include prices.

B. Similar, but a bit different: "Survey of Three Artists' Careers" - 2, 3, or 4 or more (?) artists could do this with each lining a hallway with artwork, showing dates of execution. Perhaps leave off the prices, and say that they are available for purchase, contact artist. Then artist can offer a low price, without insulting any previous buyers who purchased at a higher price.

Or, it might be nice to do this during Holiday Show. Or, it could be an "educational" event.

C. Announce an on-line sale via your website: add a "sale" page and explain that these are affordable works that have been in your studio for a while and/or were shown at previous Open Studios or Exhibits, but were "overlooked" yet they are good pieces that you are proud of. Then announce on FB and all other social media that you are having this on-line sale. You make a studio date or They call you or email you.....you make a deal.....they send you money, or you take it to them and collect at that same time.

Some artists have done this purely on Facebook.....Well-known artist, Ann Weber, did this recently, when she moved her studio from Emeryville to LA and needed to unload a lot.....and it was all GREAT! Silvia Poloto bought 3 pieces at amazingly low prices.

7) Resources: Reliable web-sites to sell on line

Instead of worrying about those weird spam emails asking to "buy your work" (supposedly), artists might consider selling through tried-and-true websites such as:

- Saatchi Art
- Daylighted
- Chairish
- One King's Lane

Any other suggestions from artists of reliable websites?

8) Trust/Will Suggestion

Add 6 months or a year of studio rent so heirs have time to deal with your collection

9) Start a document called IDEAS

Ideas can be signed with your name and others' names or could be anonymous or mixed attribution.

- Educating the public on what it's like to be an artist.
- To talk about how we go through various stages.
- Could be a tour or a panel discussion too.

When giving work to charities, buyers often don't get any info on the piece.

Add the "story" and tape it to the back of the piece...then the buyer if any, will know more about the piece and how much it means to the artist.