



## Outside the Lines Art Gallery Artist Prospectus

### ABOUT REPRESENTATION AT OTLAG

OTLAG offers fine art and contemporary craft with a focus on local and near-regional artists in two locations, Cable Car Square in downtown Dubuque, IA, and Main Street in Galena, IL. Both galleries have a strong local customer base as well as a vibrant tourist market.

We are committed to providing an attractive showplace with an atmosphere conducive to browsing and buying. We work hard to promote our artists' work enthusiastically and professionally and handle all work with care and respect. Our artists are expected to respect our guidance and to provide the gallery with their best work. The artists under contract must produce sufficient work to allow for trade-outs and commissions as necessary. Artists must be at least 18 years of age.

We require sufficient information about you and your work for marketing purposes. If you sell your work at other venues including out of your studio, ***we require that you sell at comparable prices.***

Our contract includes an exclusivity clause; artists must declare that OTLAG be their only retail venue per city. We do allow contracted artists to display at non-profit organizations for example: museums, schools, etc., although when selling at these venues we request that sales be run through Outside the Lines. We reserve the right to evaluate each instance individually.

New artists are offered representation for a probationary three-month period during which time interest and sales potential are evaluated. An open contract is offered after the probationary period if both parties are happy with the terms. Inclusion on the gallery website comes after the probationary period.

The Dubuque gallery retains a 45% commission on all sales, with the exception of special exhibitions which are 50%. The Galena gallery retains a 50% commission on all sales.

### TO SUBMIT YOUR DIGITAL PORTFOLIO FOR REVIEW:

Please include all of the following:

1. **IMAGES:** Please include 6-8 images. Images should be sent as jpegs at a resolution of at least 150 dpi and as close to 4x6" as possible. Include additional images to show detail if necessary. Do not embed images into email submissions, please send as attachments.
2. **INFORMATION:** Title, media, unframed size, year created and **retail price.**
3. **SUPPORTING DOCUMENTATION:** Artist statement, biography, resume (CV), and description of process.
4. 2D artists please include at least one sample that shows your framing or display solutions.
5. Include your website address, if applicable.

Email portfolio to: [otlag@aol.com](mailto:otlag@aol.com), or mail a CD of your work to the address above. Include a SASE if you want any materials returned.

We do not have a set schedule for portfolio review. After we've reviewed your work we will let you know whether or not we are interested in scheduling an appointment to view it in person. ***PLEASE DO NOT BRING WORK TO THE GALLERY WITHOUT AN APPOINTMENT.***

Thank you for your interest in our galleries.

### Outside the Lines Art Gallery, LLC

Connie Twining & Stormy Mochal, owners  
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