



## [Commissionacraftsman.com](http://Commissionacraftsman.com)

The United Kingdom's Most Comprehensive  
Agency and Internet Site for the Crafts



### The Agency

The Agency represents all types of crafts, including the following;

- Automata/toy making
- Basket weaving
- Bookbinding
- Ceramics
- Fine metal work
- Furniture
- Glass
- Jewellery making
- Leather work
- Calligraphy, carved, engraved, painted
- Metalwork
- Musical instruments
- Paper
- Plastics
- Textiles
- Woodwork



What the Agency and the Site does

- To act as an international database for both a national and international audience, listing high quality craftspeople working in the area of crafts and showing examples of their work.
- To provide artists and makers an easy to use self-administration tool to help them upload new material directly to the web site either for sale or for reference.
  - To offer an exciting, alternative market place where collectors can purchase items for sale.
  - To offer an exciting wedding list alternative, offering the bride and groom the ability to create a wedding list from the work displayed, either to buy immediately or to have items specially commissioned.
  - To act as an efficient intermediary and a filter for inquiries and commissions, allowing makers time to concentrate on studio work.
  - To ensure and maintain a highly professional image for the craft genre on the worldwide web.
  - To be easy to navigate and search.
  - To be informative, whilst remaining clear and concise.
  - To provide professional back up by staff skilled in client care and familiar with the makers' work.
  - To provide a competitively priced commission structure and support for makers.

Maker's Biographical and Portfolio Field - What the administration area should contain

- Sufficient visual information of completed works (a minimum of 6 objects) including; title, medium, measurements, year produced and estimated cost and availability as an edition, all fully and comprehensively illustrated.
- A photograph of the maker in a workshop environment at work.
- An extensive biographical profile - This area provides up-to-date information on the maker's education and training in their field, achievements, awards, exhibitions, etc.
- A list of notable commissions - This enables the maker to list works they have already made.
- Media quotations and personal testimonials - This area quotes any significant comments concerning the maker published or broadcast in the media.
- The maker's philosophy - This area gives the maker the opportunity to say what they aim to achieve with their work and enables the client to know more about the maker.



- The maker's procedure - This area enables the maker to explain how they work.
- The maker's prices - This area enables the maker to publish a set of accurate prices for the types of work they undertake. Prices should include the Agency's commission plus VAT at 17.5% and be in sterling.
- An E-mail field - This area enables clients to contact the Agency by e-mail about a selected maker.
- Send your portfolio - This feature allows the maker to send their on-line portfolio to client

### Artists Admin Area

The Site has a craftsman's admin area where you can upload images and text at any time you wish. You can have items for sale or just as an example. You will obtain access to this area using a user name and password. As soon as you have made a piece it can be photographed and placed on the site using your own admin facility.

### Other Site Categories

The Site will be connected with a strategic link to its sister site [www.commissionaportrait.com](http://www.commissionaportrait.com).

The link will appear on the home page of each site.

Commission a Portrait is the leading agency and Internet site for portraiture. The agency has been established for over 2 years and its Internet site is now generating between 400-500 unique visits a day. In its first year of operation, the site generated 60 portrait commissions, with a total commission value of over £200,000. The strategic link ensures that [www.commissionacraftsman.com](http://www.commissionacraftsman.com) receives a ready-made audience of keen browsers and commissioners.

### Other Projects

The Agency aims to secure commissions for makers by actively promoting the Site to public and private organisations and institutions and major commercial enterprises on both sides of the Atlantic. It will actively promote the Site in all forms of media, using advertising and public relations, and by attending appropriate fairs.

Linkage and affiliate programs - The Site developers will be building strategic links with selected sites on the worldwide web in order to increase the number of unique visitors to the Site. Recent research confirms that linkage will increase numbers of visitors by 75% over and above search engines.

The Agency provides a service for individual makers who wish to publicise recent works.



## NEW ART COLLECTORS

We are currently in the process of getting ready to launch our new site, [www.newartcollectors.com](http://www.newartcollectors.com). On this site artists can sell their work and circulate their portfolio by emailing it to clients, agents and so on. Before the launch, we are offering new artists a years free membership to the site. All artists who join Commission a Craftsman before the launch will receive this free offer.

## Future Projects

The Agency is planning a network of regional agents in Britain and Ireland, and overseas agents, in particular in the United States, whose task it will be to secure commissions for the Agency's craftspeople. Regional and overseas agents will also provide marketing and pr services for makers in their region.

## Fees and Commission

For undergraduates and graduates and recent graduates (2 years)

Special set up and annual fee per annum of £50 + 17.50% VAT.  
Valid for two years.

### For established designer makers and craftsmen

The total annual fee per annum for the Site will be £150 + 17.50% VAT. This will include the setting up and administration of your biographical and portfolio field, and will entitle you to: -

- The inclusion of 12 objects, with, normally, 4 images for each object (front, side, angle and detail).
- The inclusion of your photograph.
- A personal admin area for you to upload more images and text
- A period of one year on the Site.
- The Site's ancillary and marketing services.

Note: the Agency will have editorial discretion on the publishing of images.

Please send your cheque, *payable to 'Commission a Craftsman'*, to the Agency at:

Commission a Craftsman  
18 La Gare, 51 Surrey Row  
London SE1 0BZ



## Commission and Selling Structure

The Agency will charge a sliding scale commission at the following rates:

**45% + VAT**            **If the web fee has not been paid**

**35% + VAT**            **If the web fee has been paid**

The Commission will be charged on all successful commissions and purchases achieved through the Agency or the Site. These commission charges will be added to the maker's asking price. VAT on the commission charged by the Agency will be at the standard rate. There will be a minimum charge of **£100** to us with each commission undertaken.

**Delivery/Insurance** - All deliveries and insurance of objects will be the responsibility of the maker. The Agency will negotiate extra charges for long distance deliveries and oversized objects, where appropriate.

**Repeat Commissions** - We will charge a reduced commission of 25% + VAT (subject to our minimum charge) for any follow-on work commissioned by a client who was originally introduced by the Agency. This will apply for 5 years from the initial introduction. After that period no commission will be charged for follow-on work for that client.

Retail Introductions - **A one-off fee will be charged at the Agency's discretion.**

## What information to prepare for the admin area

**It does help to have a brief introduction about you. Important sections are Price Structure, Maker's Procedure and Travel.**

1. **Images: Remember that these are the first examples of your work that the client will see.**

**To ensure that your work is seen at its best, it is important that each object is photographed professionally and preferably in studio conditions. We recommend using a plain coloured background, preferably white, cream, blue or a neutral colour. If sending discs or emails, minimum of 300 dpi, and at least 320 x 320 pixels.**

**Each object should be photographed in the following ways -**

- front
- side
- angle
- detail



## You should also include -

- The name of each object
  - The size and dimensions of the object
  - The Capacity of the object (in the case of containers, e.g. 2 Litre water jug)
  - The medium
  - The date it was produced
  - Materials used
  - The technique, method or manner in which it was made
  - Price of object (including our commission + VAT in sterling)
  - Please provide a number of “key words” describing what key word you would like your photographed piece to be given, e.g. candlestick or candelabrum, tableware, etc
2. **A photograph of the maker:** Preferably in a studio setting, ideally at work and in black and white.
  3. **A complete, up-to-date and accurate biography:** This should include details of your training and education in your field, achievements, awards, group and solo exhibitions, and listings in books. Also a brief biographical introduction.
  4. **Notable commissions:** A list of completed commissions and the name of the notable collector or collection.
  5. **Media quotations:** This should include a list of notable press articles, giving the date and name of publication and a maximum of four of the most powerful quotes from these articles.
  6. **A price structure:** This information should offer a breakdown of price structures for the type of work you undertake and a list of materials that you work in. **Prices quoted should include our commission + VAT and be in sterling.**
  7. **Maker’s philosophy:** This should be no longer than a paragraph, and should set out to explain how your work sets out to touch move and inspire and communicate with an individual.
  8. **Maker’s procedure:** This should be an accurate and informative guide on how you work with a client. You should give details such as the time it takes to complete a work, whether you will wish to meet a client or work from a client’s rough sketch, and whether you will provide a working sketch of the concept.
  9. **Travel:** Makers must state whether they are willing to travel and how far. In **most** cases makers will travel nationally and internationally. Travelling and other expenses should be added to the total price.

10. **Studio visits:** Makers must state whether they are willing to meet clients at their studio/workshop.
11. **Apprenticeships:** Makers must state whether they are interested in taking on apprentices.
12. **VAT:** Are you registered?

## The Team at Commissionacraftsman

The Partners

### **Gregory Page-Turner** **Founder and partner of Commission a Craftsman**

Founder and Partner of Commission a Portrait  
Picture specialist, *Christies*, 1989-1997  
Partner in independent art dealership, 1997 to date

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### **Richard Matthews** **Partner of Commission a Craftsman**

Partner of Commission a Portrait  
20 years as managing director of commodities firm  
Partner in independent art dealership, 1997 to date

The Team

### **Philip Fryer**

Book Keeper and senior accountant

### **Ross Macrae**

Director and Founder of Macrae Osdin, web site developers and graphic designers

15 years' experience of commercial design

### **Olga Glazik**

Website Editor, Senior Administrator and Technical Advisor

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