

GETTING INTO THE

# ART BUSINESS

A PRACTICAL GUIDE FOR EMERGING & INDEPENDENT ARTISTS  
BUILDING SUSTAINABLE ART CAREERS

FRIST DRAFT  
VERSION 1.0

## PRICING YOUR ART CORRECTLY!

"AND YOU SHALL REMEMBER THE LORD  
YOUR GOD, FOR IT IS HE WHO GIVES YOU  
POWER TO GET WEALTH."

DEUT: 8:18

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### EMERGING ARTISTS PRICING

Emerging artists are building market  
proof, not just selling work.

### WHY PRICES SHOULD NOT GO DOWN

One of the biggest  
Mistakes artists make.

### ARTIST PRICE CALCULATOR

Square Inch Pricing and  
Calculator

## 1. PRICING FOR EMERGING ARTISTS (0-4 Years)

### TYPICAL PRICE RANGES

(US SMALL-MID MARKETS)

WORKS ON PAPER / SMALL CANVAS  
(8X10 – 12X16)

👉 \$75 – \$300

MEDIUM CANVAS (16X20 – 24X30)

👉 \$300 – \$900

LARGE STATEMENT PIECES  
(30X40+)

👉 \$800 – \$2,500

(PRICES DEPEND ON LOCAL MARKET STRENGTH AND PRESENTATION QUALITY.)

### THE SQUARE INCH METHOD (BEGINNER FRIENDLY)

MANY EMERGING ARTISTS USE THIS FORMULA:

WIDTH X HEIGHT X PRICE PER SQUARE INCH

EXAMPLE:

18" X 24" PAINTING  
= 432 SQUARE INCHES

EMERGING ARTIST RATE:  
\$1.50–\$4 PER SQ INCH

$432 \times \$2 = \$864$  RETAIL PRICE

### WHAT SETS EMERGING PRICING PRICES SHOULD REFLECT:

- ✓ MATERIALS QUALITY
- ✓ PRESENTATION (FRAMING, FINISH)
- ✓ LOCAL MARKET DEMAND
- ✓ SALES CONSISTENCY
- ✓ SHOW PARTICIPATION

NOT JUST EMOTIONAL ATTACHMENT.

## 2. PRICING: ARTISTS WITH 5-10 YEARS EXPERIENCE

AT THIS STAGE, ARTISTS ARE NO LONGER "NEW." THEY ARE BRAND ASSETS.

### THEY SHOULD PRICE BASED ON:

- SALES HISTORY
- COLLECTOR BASE
- EXHIBITIONS
- AWARDS / PRESS
- INSTITUTIONAL RELATIONSHIPS
- CORPORATE BUYERS

### TYPICAL MID-CAREER PRICE RANGES

- SMALL WORKS  
👉 \$500 – \$1,500
- MEDIUM WORKS  
👉 \$1,500 – \$5,000
- LARGE FEATURE PIECES  
👉 \$4,000 – \$15,000+

### ADVANCED FORMULA USED BY GALLERIES

INSTEAD OF SQUARE INCHES ALONE:

BASE RATE + REPUTATION MULTIPLIER

EXAMPLE:

BASE STUDIO VALUE: \$2,000

ARTIST MARKET MULTIPLIER: 1.5X

FINAL RETAIL PRICE = \$3,000

HIS PROTECTS LONG-TERM GROWTH.

### 3. WHY ART PRICES SHOULD NOT GO DOWN

THIS IS ONE OF THE BIGGEST MISTAKES ARTISTS MAKE.

#### WHEN PRICES DROP, BUYERS THINK:

- ✗ THE ARTIST IS STRUGGLING
- ✗ THE WORK IS OVERVALUED
- ✗ THE MARKET IS UNSTABLE
- ✗ THEIR PREVIOUS PURCHASE LOST VALUE

#### ART IS A CONFIDENCE-BASED MARKET.

ONCE COLLECTORS LOSE CONFIDENCE, RECOVERY IS HARD.

#### ART PRICING WORKS LIKE REAL ESTATE

IMAGINE:

YOU BUY A HOUSE FOR \$300,000

NEXT YEAR, THE SELLER LISTS IDENTICAL HOUSES FOR \$180,000

YOU WOULD FEEL CHEATED. COLLECTORS THINK THE SAME WAY.

#### WHY SALES ARE ALLOWED (BUT MUST BE CONTROLLED) SALES ARE ACCEPTABLE BECAUSE THEY ARE:

- ✓ TEMPORARY
- ✓ FRAMED AS PROMOTIONS
- ✓ LIMITED TIME
- ✓ NOT PERMANENT REPRICING

#### EXAMPLES:

- HOLIDAY SALE (10–20% MAX)
- COLLECTOR APPRECIATION EVENT
- FIRST-TIME BUYER INCENTIVE
- BUNDLE PRICING (BUY 2, SAVE 10%)
- BUT AFTER THE EVENT — PRICES GO BACK UP.

#### WHAT HAPPENS IF ARTISTS UNDERCUT THEIR OWN PRICES

THIS DAMAGES:

##### GALLERIES

THEY LOSE TRUST AND STOP REPRESENTING YOU.

##### COLLECTORS

THEY STOP BUYING FUTURE WORK.

##### SPONSORSHIP OPPORTUNITIES

CORPORATE BUYERS WANT STABLE BRAND PARTNERS.

#### PROPER PRICE GROWTH STRATEGY

ARTISTS SHOULD INCREASE PRICES:

- ✓ EVERY 12–18 MONTHS
- ✓ AFTER SOLD-OUT SHOWS
- ✓ AFTER MAJOR PRESS
- ✓ AFTER INSTITUTIONAL EXHIBITIONS
- ✓ AFTER HIGH-PROFILE COLLECTORS PURCHASE

TYPICAL INCREASE:

👉 10%–20% INCREMENTS (NOT SUDDEN JUMPS)

#### FOR PEOPLE ART & COMPANY (YOUR EVENT STRATEGY ADVANTAGE)

SINCE YOU RUN EXHIBITIONS: YOU CAN POSITION PRICING TIERS

LIKE THIS:

##### EMERGING ARTIST ZONE

AFFORDABLE COLLECTOR ENTRY  
\$150 – \$1,200

##### RISING ARTIST ZONE

MID-TIER BUYERS  
\$1,200 – \$4,000

##### FEATURED ARTIST WALL

STATEMENT COLLECTORS  
\$4,000 – \$10,000+

THIS BUILDS **BUYER LADDERS** — PEOPLE UPGRADE OVER TIME.

### ARTIST PRICING POLICY PAGE (FOR EXHIBITIONS & PARTICIPATION AGREEMENTS)

#### PURPOSE

PEOPLE ART & COMPANY MAINTAINS PROFESSIONAL PRICING STANDARDS TO PROTECT ARTISTS, COLLECTORS, SPONSORS, AND THE LONG-TERM CREDIBILITY OF THE EXHIBITION MARKETPLACE.

#### PRICING CONSISTENCY RULE

- ARTISTS MUST MAINTAIN CONSISTENT RETAIL PRICING ACROSS ALL PLATFORMS:
  - STUDIO
  - WEBSITE
  - SOCIAL MEDIA
  - GALLERIES
  - ART FAIRS
  - DIRECT SALES

NO ARTWORK MAY BE LISTED AT A LOWER PUBLIC PRICE OUTSIDE PEOPLE ART & COMPANY EXHIBITIONS.

#### PRICE ADJUSTMENT POLICY

ARTISTS MAY INCREASE PRICES ONLY UNDER THE FOLLOWING CONDITIONS:

- AFTER CONSISTENT SALES PERFORMANCE
- AFTER MAJOR EXHIBITIONS OR PRESS

- AFTER INSTITUTIONAL PLACEMENTS
- WITH CURATOR APPROVAL FOR EXHIBITION PIECES

PRICE REDUCTIONS ARE NOT PERMITTED EXCEPT DURING APPROVED PROMOTIONAL CAMPAIGNS.

#### APPROVED SALE EVENTS

- HOLIDAY PROMOTIONS (MAX 20%)
- COLLECTOR APPRECIATION EVENTS
- BUNDLE OR MULTI-PIECE INCENTIVES
- VIP OPENING NIGHT INCENTIVES

ALL SALES MUST BE TIME-LIMITED AND CLEARLY BRANDED AS PROMOTIONAL EVENTS.

#### PRICE TIER COMPLIANCE

ARTISTS MUST SUBMIT A PRICE LIST BEFORE EXHIBITION APPROVAL. CURATORS RESERVE THE RIGHT TO ADJUST PLACEMENT BASED ON PRICING STRUCTURE AND MARKET ALIGNMENT.

#### ETHICAL PRICING COMMITMENT

ARTISTS AGREE NOT TO UNDERCUT GALLERIES, EXHIBITION PARTNERS, OR COLLECTORS WHO PREVIOUSLY PURCHASED WORK AT HIGHER PRICES.

## QUICK ARTIST PRICING RULES (EASY TO REMEMBER)

- NEVER PANIC-PRICE
- NEVER UNDERCUT GALLERY PRICING
- TRACK SALES DATA
- INCREASE SLOWLY, NEVER DROP
- PROTECT COLLECTOR CONFIDENCE

## ARTIST PRICE CALCULATOR TEMPLATE (AUTO-FILL STYLE STRUCTURE)

### SQUARE INCH PRICING CALCULATOR

ARTWORK TITLE: \_\_\_\_\_  
WIDTH (INCHES): \_\_\_\_\_ HEIGHT (INCHES): \_\_\_\_\_

TOTAL SQUARE INCHES: WIDTH X HEIGHT = \_\_\_\_\_

PRICE PER SQUARE INCH RATE:  EMERGING ARTIST (\$1.50 – \$4)  RISING ARTIST (\$4 – \$8)  ESTABLISHED ARTIST (\$8 – \$15+)

CALCULATION: SQUARE INCHES X RATE = BASE PRICE

BASE PRICE: \$ \_\_\_\_\_

### MARKET ADJUSTMENT FACTORS

CHECK ALL THAT APPLY:

- FRAMED (+10–20%)
- LARGE FORMAT STATEMENT PIECE (+15–30%)
- AWARD WINNER (+10–25%)
- FEATURED EXHIBITION PLACEMENT (+10–20%)
- CORPORATE BUYER TARGET MARKET (+15–40%)

ADJUSTED FINAL RETAIL PRICE: \$ \_\_\_\_\_

### NOTES: