

GETTING INTO THE

ART BUSINESS

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

FIRST 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

PREPARED BY
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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
Calculation.

1. Pricing for Emerging Artists (0-4Years)

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

This protects long-term growth.



Photo by EYEESEEIMAGES.COM

Self-Evaluation does not determine the cost of your art.

Art is a discipline, much like learning to play cello, the goal is to study, practice, and learn like a virtuoso.

There is a wealth of knowledge every emerging artist must understand—especially when it comes to valuing their work.

It is not uncommon for an artist to spend weeks, even a full month, creating a single piece, only to assign it a price of \$5,000 based solely on the time, effort, and emotional investment involved. Many believe that because it is “art,” it automatically commands a high price. However, value in the fine art market is not determined by the artwork alone—it is equally shaped by the artist behind it.

Collectors, curators, and galleries evaluate a broader set of criteria when determining an artist’s market value, including:

- How long the artist has been actively creating work
- Whether the artist has developed a distinct and recognizable style
- The consistency and discipline of the artist’s production
- Participation in juried exhibitions, gallery shows, and civic exhibitions
- The level of visibility and recognition gained through those exhibitions
- Proven sales history, including price points and whether those prices show consistency and growth over time
- The presence of a professional website and a cohesive portfolio

As you can see, pricing is not arbitrary—it is strategic, earned, and built over time.

At People Art & Company, we are committed to helping artists not only understand their current market position but also develop a clear path toward achieving their desired price point with credibility, confidence, and integrity.

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%)

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 (Event Strategy Advantage)

When running 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+

Artist Pricing Policy Page (For PAC 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: