Crystal Fine Art

ONLINE GALLERY & STUDIO

SLIDE ARCHIVE INTRODUCTION & INSTRUCTIONS

Exhibit and sell your artwork throughout the world! Allow Crystal Fine Art (CFA) to promote your artwork and introduce it to Art Collectors, Interior Designers, Architects, Curators, Galleries & Corporate Clients through the Internet. CFA is a Multicultural Gallery & Studio exhibiting emerging, professional, local and international artists. **www.crystalfineart.com** provides Internet promotion & digital archiving for visual artists in many fine art disciplines.

The **Slide Archive** is an online library of artist's works available for sales & selection for exhibition by the International Art Exchange Program (IAEP). Please find included the Slide Archive: Application, Inventory and Terms & Conditions of Agreement forms to be completed, signed & returned with portfolio. Digital images of artwork will be posted on CFA's Web Site for client review & considered for exhibition in Boston or at any of our World -Wide Affiliate & Partner Galleries.

CFA's Web Site is designed for the pleasure of viewing artwork in a relaxing environment with no blinking Adds or Banners. Images are given optimal presentation with Adobe Photoshop's latest software. The gallery director and a dedicated staff oversee the selection and presentation of all artwork. In addition, your web pages are given carefully chosen titles, keywords and descriptions for the best rankings amongst over 100 search engines with art links.

The **Slide Archive** works by creating digital portfolios from conventional image (Slide and Photograph) formats.

For the first piece of artwork selected by CFA, you will receive custom web pages with:

- one small (thumbnail) image (jpeg)
- one large (enlarged) image (jpeg)
- one feature image (jpeg)

For each additional piece of artwork selected by CFA, you will receive custom web pages with:

- one small (thumbnail) image (jpeg)
- one large (enlarged) image (jpeg)

Your feature image and thumbnails (up to 15) will be on their own page at **www.crystalfineart.com** where each enlarged page is also a separate page. Each page is enhanced with Meta Tags (titles, key words and descriptions) that will help search engines find the Artist's name, medium and style of artwork. Although, this does not guarantee that the search engines will include your page (some search engines have to be suggested a particular page or be selected by their own staff of editors). Our research shows that no other Web Site offers Web Pages with Meta Tags; you are just an "untitled page" or spam.

For Artists, Authorized Agents and Representatives with computer skills and image designing tools you can submit for a discounted rate if you follow the instructions and format guidelines as follows for **Web-ready** * images:

* **Web-ready** is an image formatted for Web Pages to be uploaded for screen display on the Internet. Currently we are accepting Adobe PhotoShop 5.5 (and earlier Versions) jpeg's labeled and sized as follows:

File Name:	File Size:
1. artistlastname+firstinitial_title_sm.jpg (thumbnail)	= 150 pixels wide X 150 pixels high maximum.
2. artistlastname+firstinitial_title_lg.jpg (enlarged)	= 500 pixels wide X 500 pixels high maximum.
3. artistlastname+firstinitial_title_ft.jpg (feature)	= 220 pixels wide X 220 pixels high maximum.

(Do not use capitals or spaces)
example: buonarrotim_david_ft.jpg

* All images must be filtered with Adobe PhotoShop > Filter > Sharpen > Unsharp Mask at a minimum Amount: 70% - 110% and Radius: 0.5 – 1.0 pixels. (This insures that the images are sharp and clear for screen output on the Web.) When saving jpeg files use file size 3, 4, 5,6 or 7 (in the pop-up window – this is the file quality and relative to the download time). Also, file image sizes should be a maximum resolution of 72 pixels per inch. For those of submitting Web-ready images, you may send images on CD-ROM, (M AC or PC Formatted) ZIP 100 or 250 MB or (MAC or PC Formatted) Floppy Disks. Please **do not** send portfolios via email, they're never high quality and too long to download.

Applicants may submit by (35mm) **Slides** and/or (4”x6”, 5”x7” or 8”x10”) **Photographs**. All applicants must follow the instructions below:

1. Complete all materials with black ink and legible writing. Make sure you thoroughly proof your **Slide Archive Application** and **Slide Archive Inventory** sheet. This is crucial if CFA are to accurately list your artwork on the net.

2. **Slide Archive Application** - Complete all sections of the **Artist Contact** section and leave the **Artist Agent or Representative Contact** Information blank unless you are an Authorized Agent or Representative. Answer all questions in the **Artist Data** section and fill in **Locations** (place or venue), **Events** (exhibition, awards, etc.) and **Patrons** (purchasers, collectors, etc.) for the gallery's reference. The details you provide in the **Artist Information** section will help us to determine if you are eligible to display artwork through CFA and the IAEP. **Payment Details** section includes two options for rates; for **Slides** and **Photographs** submissions are as follows; $50.00 for the first image and $40.00 for each additional image. For **Web-ready** images; the rate is as follows; $40.00 for the first image and $35.00 for each additional image. Maximum of 15 images per artist's web page.

3. **Slide Archive Inventory** - Select 15 or more (no limit) **Slides**, **Photographs** or **Web-ready** images for submission. There are three additional spaces for different views of 3-D artworks or details of 2-D artworks. Indicate the orientation of the **Slides** and **Photographs** with an arrow in the upper right corner. Your **Slides** and **Photographs** must be labeled with your name, title and number (circle the number corresponding to the Slide Archive Inventory). Complete for each image: Title (name), Original/Proof (edition number in printed series; indicate if the artwork is a proof or part of limited edition), Date (created or completed date), Type (Sculpture, Painting, Photography, etc.), Media (Stone, Oil on Canvas, B&W, etc.), Style (Realism, Abstract, Expressionism, etc.), Height, Length, Depth (the exact dimensions without frame or pedestal in the Customary U. S. Measures).

4. **Slide Archive Terms & Conditions of Agreement** - Start Date and Close Date will be completed by CFA. Read carefully, sign and return with completed **Slide Archive Application**, **Slide Archive Inventory** and **Slides**, **Photographs** or **Web-ready** Images from your portfolio.

Once CFA reviews your application and portfolio we will notify you of the selected works to be posted on our Web Site. CFA will send you a signed copy of the **Slide Archive Terms & Conditions of Agreement** along with a list of accepted works.

Submission for the Slide Archive is ongoing!

Mailing & Contact Information

Send all forms signed and completed with portfolio and check or money order to:

Crystal Fine Art
839 Albany Street
Boston, MA 02119
Tel 617 989 1133
email info@crystalfineart.com

Checklist:

_____ Numbered and Labeled **Slides**, **Photographs** or **Web-ready** Images

_____ **Slide Archive Application**

_____ **Slide Archive Inventory**

_____ **Slide Archive Terms & Conditions of Agreement**

_____ Check or money order made payable to: **Crystal Fine Art**