

Visual Artists Ireland

providing practical support to professional artists throughout their careers

Payment Guidelines for Professional Visual Artists Northern Ireland

**Noel Kelly
Visual Artists Ireland
December 2013**

Acknowledgements

We are grateful to artists, organisations, and our international partners, including CARFAC (Canada); NAVA (Australia); and other fellow members of the International Association of Artists for their input and openness in helping us create this comprehensive information. We would like to acknowledge Geneva Vogelheim of Berkeley College for her dedicated assistance with our research.

In particular we would like to thank the venues who helped us with our research and acknowledge the assistance of the Arts Council of Northern Ireland.

Contents

Acknowledgements.....	2
The Guidelines.....	4
How to Use the Guidelines.....	7
Step 1 - The Artist.....	8
Step 2 - The Event or Organisation.....	9
Step 3 – Other Fees	11
Further Reading:	12

The Guidelines

Visual Artists Ireland had undertaken research both inside and outside of Ireland to create this set of guidelines for payments for professional visual artists. As a direct result of this research, and in consultation with artists, arts organisations and funding bodies, as well as key expert organisations internationally, the following guidelines were drawn up to enable venues and artists calculate equitable levels of payments, properly budget for their programmes and for the variety of work that professional artists undertake in not for profit spaces.

The figures provided are an indicator of the level of payment. Organisations may provide slightly more or slightly less than the amount shown. What will be paid for and the level of fees should be made clear in initial correspondence; contracts; and any advertising that takes place. (see contracts - <http://visualartists.ie/advocacy/resources/infopool-2/legaltechnical-guides/contracts/>) The guidelines spreadsheet can be found on www.visualartists.org.uk and is structured as follows:

1. The Artist

In this section artists, or organisations, input details about the artist's career and experience which will then indicate where the artist currently exists in terms of level of payments.

2. The Organisations

This section is broken into 3 main areas:

- i. Type of organisation based on total annual turnover;
- ii. Career & Experience of the artist(s);
- iii. Type of Exhibition Opportunity
 - i. Solo Show;
 - ii. Group Show of less than 10 artists;
 - iii. Group Show of greater than 10 artists;
 - iv. Multi-venue exhibitions;
 - v. Subset for work that is new;

vi. Subset for existing work that has already been shown.

3. **One-Off Festivals & Events**

It is understood that one-off festival and events, both visual arts specific and general, operate differently to those with a continued programme and presence in terms of media and professional profile.

- i. Turnover of the festival or event;
- ii. Career & Experience of the artist(s)
- iii. Type of Exhibition Opportunity
 - i. Solo Show;
 - ii. Group Show of less than 10 artists;
 - iii. Group Show of greater than 10 artists;
 - iv. Multi-venue exhibitions;
 - v. Number of visual artists being shown;
 - vi. Subset for work that is new;
 - vii. Subset for existing work that has already been shown.

4. **Open Submissions - paid and unpaid submissions**

- i. Turnover of the festival or event;
- ii. Type of Exhibition Opportunity
 - i. Solo Show;
 - ii. Group Show of less than 10 artists;
 - iii. Group Show of greater than 10 artists;
 - iv. Multi-venue exhibitions.

Career & Experience of the artist: it is assumed in this form of opportunity that artists who apply are treated equally. It is up to the artist to decide if somebody of their experience will apply to be part of the event.

5. **Other fees**

This section covers work other than exhibition fees. These include:

- i. **Production Costs**
Materials and labour to be recharged at cost to venue;
- ii. **Installation fees**
where the artists is required by the venue to be present for installation;

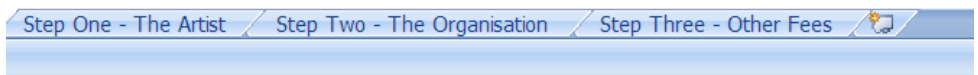
- iii. **Project Preparation**
projects that are commissioned or that are site specific;
- iv. **Project Planning & Meetings**
projects that involve extensive meetings and planning sessions with commissioners and specialists, such as but not exclusive to public art commissions and large scale exhibitions;
- v. **Mileage**
this allowance is taken directly from the published civil service rates;
- vi. **Artist's Talks;**
- vii. **Artist's Workshops;**
- viii. **Selection Panels;**
- ix. **Interview Panels;**
- x. **Public Art Commission Artist Fees**
this is based on a percentage of the overall budget and is calculated on the basis for how much input and work is involved;
- xi. **Artists as Curators**
this is based on a percentage of the overall budget and is calculated on the basis for how much input and work is involved. The lower rate is for artists who are simply selecting work, moving progressively to a higher rate as artists may become involved in contract negotiations, shipping arrangements, installation design and support, media management etc;
- xii. **One off "Movie Night" screenings of moving image or "playing" of pre-recorded sound works** - based on MPLC fees for 1 -200 Audience;
- xiii. **Copyright Fees**
to cover continued use of artist copyright materials outside the run of an exhibition or event. This is based on the existing fees covered by IVARO for catalogues; newspapers/magazines; merchandising; and internet.

The guidelines are contained in an excel spreadsheet available at... The following pages are sample layouts and should not be used for calculations.

How to Use the Guidelines

The Guidelines are a three step process. It is important to follow each stage in sequence to build the correct level of fees.

There are three main tables (tabs in the spreadsheet)



1. The Artist
This will calculate the level of experience of the artist and will be used to ascertain the level of payments in the other sections;
2. The Organisation or Type of Event (One Off Festival or Event or Open Submissions)
This section will indicate the payment levels for artist exhibition fees;
3. Other Fees – e.g. production costs, workshops, planning, talks, etc
This section will indicate the payment levels for other work that artists may undertake as part of exhibiting or working with venues or commissioners.

Adding the results of Step 2 and Step 3 together will show the potential total payment due for work undertaken. The following is a step by step guide on how to apply this in the spreadsheet.

Step 1 - The Artist

The first step is to ascertain where on the experience scale you, or the artist(s) that you will work with, are placed.

Enter the number of One-person shows and the number of Group [Q1 & Q2] shows that you, or the artist, has exhibited in within publically funded not for profit spaces. Follow the list down, and answer Yes or No to Questions 3,4,5,6,7,8. At the bottom of that column you will see a number that has been calculated based on your answers. You can then check what “Category” you, or the artist, comes under.

Example: For an artist working for 6 years with 5 Group Exhibitions, 2 Solo Shows, Work has been purchased by a Local Authority, and they are tax registered under Schedule D, they would fill out the form as follows.

Step One - The Artist

Where are you on the experience scale?	
Shows and Exhibitions	[Number of]
1 One-person show (including time based events) in a publically funded not for profit gallery or exhibition space	Enter the number of one-person/solo exhibitions that you have had in not for profit spaces.
2 Group show (including time based events) in a publically funded not for profit gallery or exhibition space	Enter the number of group exhibitions that you have had in not for profit spaces.
Other Experience	[Yes/No]
3 Work has been commissioned by Government, local authority, museum/ gallery or corporate client	Yes For Questions 3 to 8, Enter Yes or No.
4 Work has been purchased by Government, local authority, museum/ gallery or corporate client	Yes
5 Have been awarded a bursary, residency, materials grant or otherwise grant aided by the Arts Council/ Arts Council of Northern Ireland or other funding body	Yes
6 Participation in an exhibition/visual art event which was selected by a jury in which professional artists or recognised curators participated	Yes
7 Have been awarded tax-exempt status by the Revenue Commissioners, or are on schedule D as a self-employed artist in Northern Ireland	Yes
8 Years as a practising artist 0 - 5 Years 6 - 15 Years 15 plus Years	Yes
TOTAL	23 Check this score against the table below.
Categories - Note which category your score comes within.	
Category 1	0 to 30 Points
Category 2	31 to 70 Points
Category 3	71+ Points

Their score of 23 indicates that they are a Category 1 artist.

Step 2 - The Event or Organisation

The next step is to find out the fees due based on the type of exhibition or work required, whether or not the artwork has been seen before or if it is new, and also the turnover of the organisation.

Scroll down the spreadsheet to see find the type of exhibition opportunities.

On the top row of each you will see the bands for the turnover of the organisation. This is the annual turnover of the overall organisation and not just what is contributed to the visual arts programme. Next you will see on the right hand column the types of exhibition: Solo; Group with less than ten artists; Group with greater than ten artists. Under each of these you will see each category of artist. Select the category that was calculated on The Artist calculator and check along the row to the guideline amount. Also note that if the show is traveling to various venues that each venue contributes an artist's fee as a percentage of the original fee.

Example 1:

For a Category 1 artist with a solo exhibition of new work in a venue that has a turnover of £275,000 the exhibition fee will be somewhere between £441 and £882 before other charges.

Exhibition Fees

Step Two - The Organisation or Events (Scroll down for other event types)

Institutions, Venues, Visual Arts Specific Organisations, Events, Multi and Cross Disciplinary

Annual Turnover of the Institution, Exhibitions Space, or Event		£ 10,000.00	£ 30,000.00	£ 75,000.00	£ 150,000.00	£ 250,000.00	£ 500,000.00	£1,000,000.00	£2,000,000.00
Solo Exhibition ***									
Loan Fees									
1	£ 50	£ 53	£ 132	£ 265	£ 441	£ 882	£ 1,765	£ 3,529	
2	£ 50	£ 102	£ 255	£ 510	£ 850	£ 1,700	£ 3,400	£ 6,800	
3	£ 50	£ 150	£ 375	£ 750	£ 1,250	£ 2,500	£ 5,000	£ 10,000	
New Work Fees									
1	£ 60	£ 62	£ 154	£ 309	£ 515	£ 1,029	£ 2,059	£ 4,118	

One Off Festivals & Non-Visual Art Events

Example 2

For a Category 1 artist asked to show work as one of 10 individual artists at a music festival that has a turnover of 375,000 the exhibition fee will be somewhere between £429 and £858 before other charges.

One Off Festivals or Non Visual Arts Specific Event

Annual Turnover of the Institution, Exhibitions Space, or Non Visual Arts Event

	£ 10,000	£ 30,000	£ 75,000	£ 150,000	£ 250,000	£ 500,000	£1,000,000	£2,000,000
Solo Exhibition ***								
Loan Fees	£ 49	£ 147	£ 368	£ 735	£ 1,225	£ 2,450	£ 4,900	£ 9,800
1	£ 50	£ 51	£ 129	£ 257	£ 429	£ 858	£ 1,715	£ 3,430
2	£ 75	£ 100	£ 250	£ 500	£ 833	£ 1,666	£ 3,332	£ 6,664
3	£ 100	£ 147	£ 368	£ 735	£ 1,225	£ 2,450	£ 4,900	£ 9,800
New Work Fees								
1	£ 70	£ 210	£ 525	£ 1,050	£ 1,750	£ 3,500	£ 7,000	£ 14,000
2	£ 50	£ 74	£ 184	£ 368	£ 613	£ 1,225	£ 2,450	£ 4,900
3	£ 75	£ 143	£ 357	£ 714	£ 1,190	£ 2,380	£ 4,760	£ 9,520
3	£ 100	£ 210	£ 525	£ 1,050	£ 1,750	£ 3,500	£ 7,000	£ 14,000

Open Submissions

Example 3

For an artist showing work in an open submission show

Open Submissions

Annual Turnover of the Institution, Exhibitions Space, or Event

	£ 10,000,00	£ 30,000,00	£ 75,000,00	£150,000,00	£250,000,00	£500,000,00
Solo Exhibition ***						
Fees	£ 75	£ 150	£ 375	£ 750	£ 1,250	£ 2,500
Small Group (< 10 Artists) Exhibition ***						
Fees	£ 50	£ 75	£ 188	£ 375	£ 625	£ 1,250
Group (> 10 Artists) Exhibition ***						
Fees	£ 25	£ 50	£ 94	£ 188	£ 313	£ 625

*** for multi venue exhibitions, calculation is 15% of recommended payment rate

NOTE:

It is important to take into consideration that venues may offer additional financial and non-financial benefits such as purchase of work, studio residency, per diems. These are outside of the other fees that will be calculated in Step 3. It is up to the

artist and the venue or event to agree on a value for these and whether or not they will be taken into consideration as part of the artist fee.

Step 3 – Other Fees

The next stage of the process is to look at other work that will be undertaken as part of the opportunity. Check the table (tab in the spreadsheet) Other Fees and go down through each item to see if the service is required for the type of work that the opportunity entails. Each of these has been explained above.

Other Fees

Step Three - Other Fees

Production Costs		Actual amounts for materials and labour to be charged at cost	
Installation Fees* Daily Rate *When Artist is Requested to Install Own Work (Site Specific or Specialist Requirement); This is not a technician rate			
Low	£	100.00	
Avg	£	200.00	
High	£	325.00	
Project Preparation Daily Rate For new work, site specific work or installation, commissions			
Low	£	200.00	
Avg	£	325.00	
High	£	425.00	
Project Planning & Hourly rate Mainly for Commission and for large scale gallery exhibitions			
Low	£	100.00	
Avg	£	162.50	
High	£	212.50	
Mileage**** £ per business mile over 10,000 in the tax year £ per business mile over 10,000 in the tax year *** HM Revenue & Customs Mileage rates			
Cars and vans		45p	25p
Motor cycles		24p	24p
Bicycles		20p	20p
Note: Some venues may have a policy to repay petrol based on actual receipts			
Artists' Talks		Preparation (Hourly)	
1	£	75.00	£ 25.00

Further Reading:

The Visual Artists Ireland websites [<http://www.visualartists.ie> and <http://www.visualartists-ni.org>] contain extensive articles and how to guides that are useful in planning and ensuring best practice. Here you will find information guides on topics such as Exhibiting with Galleries, Preparing Proposals, Tax and Self Employment, Copyright and much more. Text and articles are spread across 4 main areas:

Developmental Tools:

This section provides advice and guidance on cultivating the necessary skills and strategies to survive and develop as an artist:

Budgeting and Financing; Common Room Talks: Temple Bar Gallery & Studios and Fire Station Artists' Studios; **Making Sales:** Video and New Media Artworks; **Managing My Work: Video and New Media Artworks;** Negotiation Skills Workshop; **Organising and Managing Projects;** Preparing Proposals; **Presenting Yourself;** The Science and Art of Pricing and Costing Your Work; **Working with What You've Got**

Legal / Technical Guides:

This section provides everything an artist might need to know on the more technical and legal issues affecting their profession

A Practical Guide to Setting Up Studio Space; Tax and Self-Employment; **Art Handling;** Contracts; **Copyright & Legacy Planning;** Copyright and the Visual Artist; **Copyright Principles for Visual Artists;** Documenting Your Work; **Handling Disputes;** Health and Safety in the Studio; **Importing and Exporting Your Work;** Pensions for Artists; **Tax and Self-Employment;** VAT and Artists; **Visual Artists and The Law**

Two other sections **Practical Listings** and **Professional Pathways** offer practical information covering such areas as galleries, studios, networks, arts officers, material suppliers, service suppliers funding sources, colleges, training, residencies, international resources, publications etc as well as an overview of the different approaches to practicing as a professional artist.

.

VISUAL
ARTISTS
IRELAND

Visual Artists Ireland is the All Ireland organisation representing professional visual artists. Visual Artists Ireland provides: advocacy & advice, professional development, and online & print information services to professional visual artists, arts organisations and independent art workers. We support visual artists with their development and enable them to work in a strong professional environment.

Visual Artists Ireland is the trading name of the Sculptors' Society of Ireland Ltd.

Visual Artists Ireland / Ealaíontóirí Radharcacha Éire,
Central Hotel Chambers,
7/9 Dame Court,
Dublin 2

Tel: +353 (0)1 672 9488

Fax: +353 (0)1 672 9482

Email: info@visualartists.ie

Visual Artists Ireland is funded by:

