

Galaudet Gallery

Providing Quality Affordable Art in the 21<sup>st</sup> Century: The Art Call

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Galaudet Gallery plans on tapping into the vast and almost unlimited resource of American Artists and bring fresh American Art to a new and wider range of consumers at all price points.

## American Artists ability to reach consumers, Selecting American art, and providing new original art on a continual basis.

Most Americans do not have access to or are unaware of the vast amount of worthy American Art ready for purchase that surrounds them and yet remains unseen. Many relevant pieces of art will never be seen or be able to help influence our culture due to lack of access between the consumer and American Art. American Artists have adapted to minimal outlets and lack of opportunity by subsistence living. Consumers have adapted to purchasing anonymous art or nothing at all, thus losing a chance to support an American Artist and having an art experience. If this continues, soon art will be something that someone did or owned in the past.

Galaudet Gallery has devised a strategic all encompassing approach to maintain high standards in art selections and partnered with a nationwide retailer will provide American Art to a consumer that never had access to new art that is different from other retail competitors and able to purchase at all price points.

Galaudet Gallery will help insure that new American Art is available to the consumer on a continuing basis and maintaining high quality, this successful approach could be used for other creations, inventions, and innovations by remodeling this plan for your specific product.

### The Artist Call

Galaudet Gallery partnering with a nationwide retailer will be equipped to bring many new American art pieces to market on a continuing basis by breaking down the continental USA into regional zones. These regional zones can mirror how a nationwide retailer has already regionally zoned the USA. For instance, let's break the USA down to 7 retail zones, the East, Midwest, Northwest, South, Southeast, Southwest, and West. Each of these regions would contain specific states with no state split up into any other regional zones. Originally starting in the regional zone that has the most retail stores you would advertise a free call for American art by American artists. Galaudet Gallery would advertise in its usual places, but the nationwide retailer would also advertise thru their retail stores and whatever other means that they would want to use. The American Artists would have one month to respond and only able to send in one art piece. The Art piece would be juried and the art pieces selected would be sent to the nationwide retailer. The process would take 2 months and then proceed to the next region. The next region would be determined by Galaudet Gallery and the nationwide retailer. After proceeding thru each region you will be back to the region where you started ready to seek additional art from American Artists that you are already receiving art from and/or put out another call for American art to bring in new American art.

This process would be blind juried, by qualified jurors by using the criteria of professionalism, artistic relevance, talent, and style. The jurors selections would then be reviewed by Galaudet

Galley for wall power and salability, and then to the nationwide retailer for final approval. Each time an art call would be given in a particular region the jurors would be different, so if an American artist wishes to resubmit the same art work that did not qualify the last time there is a chance it could be selected this time.

Galaudet Gallery believes this innovative process partnered with a nationwide retailer would employ American artists and give them exposure they may never have received. Consumers would have access to new and original art outside the places it is available today. American artists and a larger pool of art consumers would have a major impact on the art world and culture. Brining an art experience to a wider audience will help inspire and bring further innovations to the world.

Galaudet Gallery was founded ten years ago on the principle of furthering the Arts and Crafts Movement that began during the late 1800s Industrial Revolution, by selling quality, relevant, fine art and to help position this movement to take advantage of the current Industrial/Technological Revolution. Galaudet Gallery is a family-owned, collector-based gallery that assists collectors to attain art from emerging and established artists.