



January 10<sup>th</sup>, 2020

## OPEN CALL TERMS & CONDITIONS

- 1) Our goal is to have numerous Open Call competitions in 2020 in order to help select new artists to join HNWgallery. Accordingly, there is no deadline for submissions.
- 2) Submission is free of charge.
- 3) Open to paintings and/or photography which can be sold as limited edition prints on HNWgallery.
- 4) Open to emerging, mid-career and established artists from around the world.
- 5) Each participant can submit a maximum of 5 artworks.
- 6) Up to 10 finalists will be selected from all submissions for each Open Call.
- 7) Finalists will be invited to participate in a giveaway where the public will be invited to vote for the print they would like to receive if they win. HNWgallery will show each finalist how to use the giveaway to generate additional followers for themselves on social media.
- 8) A \$99 fee is required from each finalist to cover the costs of the giveaway and marketing expenses to generate feedback from public voting. There is no obligation for a finalist to proceed and they can opt-out prior to payment of the \$99 fee. Finalists will also be provided with a copy of the standard License Agreement for joining HNWgallery (for their review and approval, prior to payment of the \$99 fee).
- 9) Feedback from public voting will be used to help select the winner of the Open Call at the sole discretion of HNWgallery. This decision will be based partially on the artwork that received the most votes during the giveaway, as well as other factors.
- 10) The winner of the Open Call will be invited to join HNWgallery with their bio and up to 10 or more limited edition prints upon acceptance of the standard License Agreement. These limited edition prints will be selected by HNWgallery, but are subject to approval by the artist. They will be offered for sale on HNWgallery with a 30/70 split of the total profit (after third-party costs), with 30% to HNWgallery and 70% to the artist.
- 11) The winner of each Open Call may also be invited to participate in future art fairs at the sole discretion of HNWgallery. This decision will be based partially on the most popular artworks on HNWgallery, as well as other factors. Limited edition prints which may be sold at art fairs must be sold for a different split (to be agreed between HNWgallery and the artist), in order to help cover the costs of the art fair.
- 12) For your submission to be eligible, you must post each artwork on Instagram and:
  - a. Hashtag the post with #hnmwgalleryopencall
  - b. Tag @hnmwgallery in the description
  - c. Follow us (this is so we can contact you through Instagram messenger if needed)
- 13) You should only submit an artwork if you can provide a high-res image with at least 3000 pixels on the shortest side at a later date.
- 14) The giveaway (as well as marketing for the giveaway) will focus on the U.S. market.
- 15) Participants give permission for their images to be posted on HNWgallery and/or shared via email and/or social media for publicity surrounding the Open Call and/or giveaway. Full credit will be given for each artwork. The copyright for submitted images shall remain with the artist at all times.
- 16) Finalists give permission for an Artist's Proof of their limited edition print to be provided by HNWgallery free of charge to the winner of the giveaway.