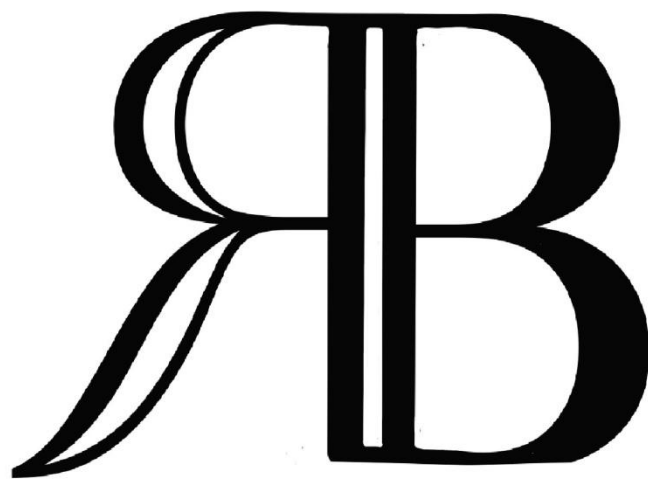


# VIRTUAL GALLERY GUIDELINES



ROYAL BLUE GALLERY



ROYAL BLUE  
GALLERY

<https://www.royalbluegallery.com/>

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# Introduction

Dear Artist,

We have the pleasure to invite you to participate in our coming project “Contrasts”, a Virtual Group Exhibition, curated by the Royal Blue Gallery.

Our curator team we’ll evaluate all submissions and will contact with all selected artists via email for further more details after the end of the deadline.

We look forward to working with you and establishing creative future cooperation!

In this file, you will find all information about our coming Online Art Exhibition, so take some time to read carefully just to have an idea about how it will be contacted.

For additional info or any further question, you can check our FAQ page <https://www.royalbluegallery.com/about-6>, or you can send your request via email.

[Royalbluegallery.info@gmail.com](mailto:Royalbluegallery.info@gmail.com)

[opportunities@royalbluegallery.com](mailto:opportunities@royalbluegallery.com)

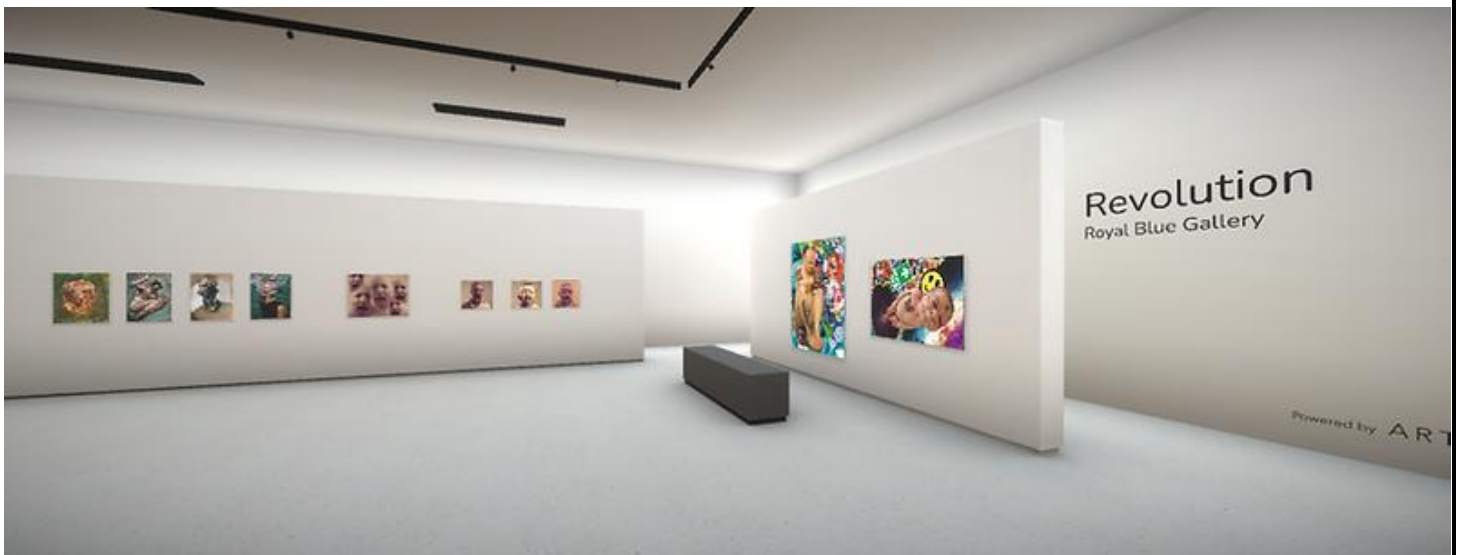
Best Regards,

**Royal Blue Gallery Team**

## How it will be conducted

“Contrasts” by the Royal Blue Gallery is a virtual (online) group exhibition that will take place on our website via a 3D high-definition virtual tour program. This simulation of an existing art space enables visitors to navigate the space and interact with your art in real-time. In addition, virtual exhibits are clickable, meaning that allow the buyers and attendance to zoom in on your art, read more details, or find your contact info, as will be happened in a physical exhibition.

Furthermore, notice that virtual shows provide convenience for everyone who wants to attend the show to achieve it without his physical presence, just using his device and internet connection. So, you and your friends/ family can attend the event regardless of your location.



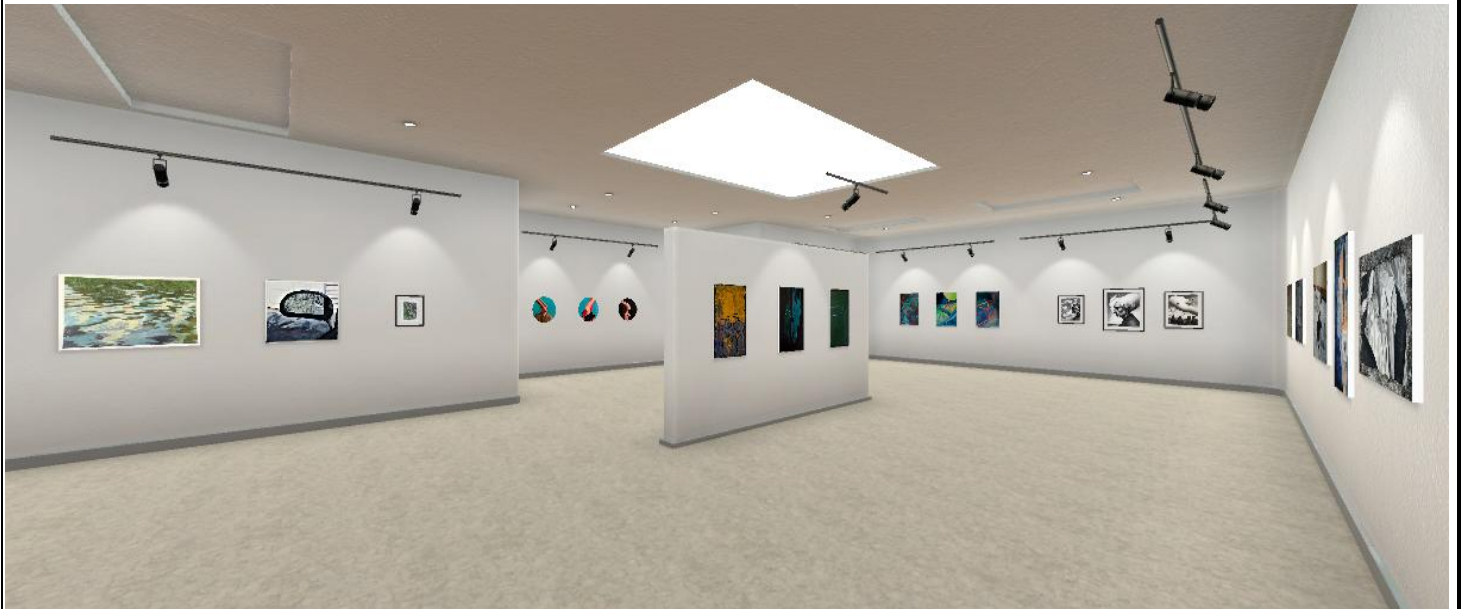
Snapshot from one of our previous shows

# Key Dates

The exhibition dates will be announced soon after the end of the deadline (30/6). Until then we will contact with all selected artists for further more details.

The art show **will be online for 4 weeks.**

Keep in mind that from all selected artists our curator team will make a selection of 1-6 artworks to be a part of the show in which you will be informed in our acceptance email.



Snapshot of Reflections Group Exhibition achieved 26/3-23/4

# **Exhibition material**

## **that all participants will receive**

In order to achieve to present and promote the art event in the best possible way, we will keep providing with all selected artists with several days before the exhibition up to the end of the show some material, in case they want to include/ promote through their website or their social media:

Few days before:

- Poster/ invitation of the virtual exhibition
- Exhibition Poster with artists' name list

One day before:

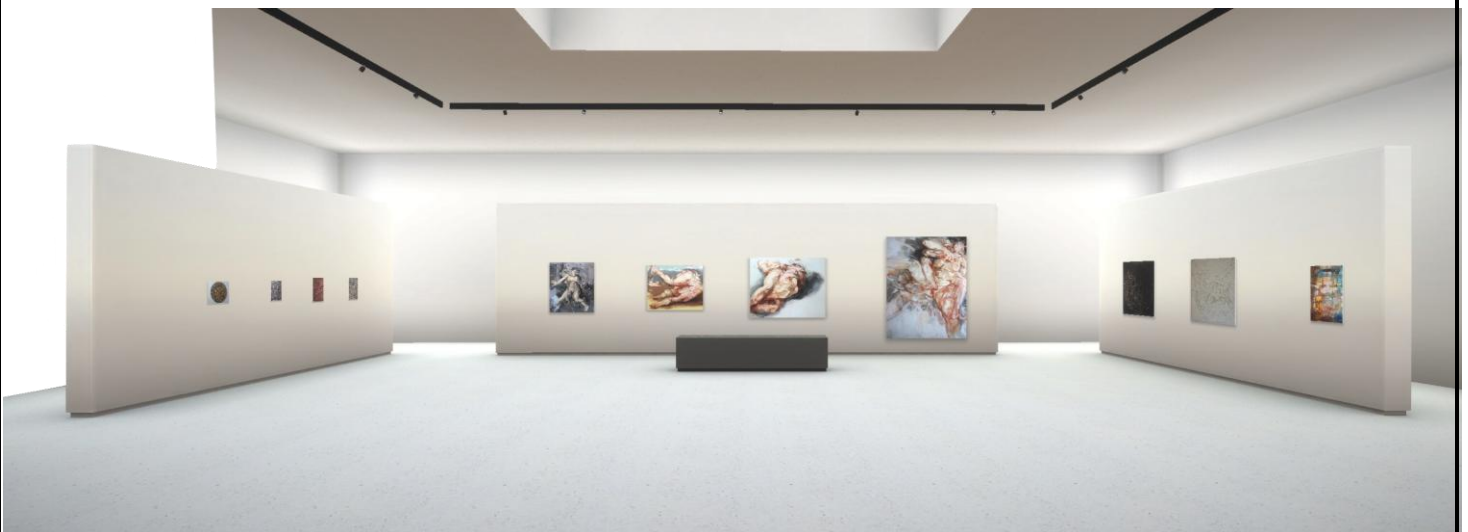
- Exhibition E-Catalogue
- Link of exhibition event

Days after the grand opening:

- Snapshot of the exhibition spaces
- Certificate of participation (final day)

## Notice some extra details

- The specific virtual program that we use has the **advantage to present the art pieces in each realistic simulation, with the correct scale** of the real dimensions, as it would happen in a physical gallery space. So take into consideration that your artwork will be presented on the wall of the gallery's space with the right scale. Of course, **all exhibits will be clickable, able to zoom in and read more info.**
- For works on paper (and also for small artworks) we present the art pieces on the wall by using a frame (black, thin, minimal). In case someone does not prefer this solution, or if someone else with a bigger artwork or another surface prefers the use of a frame, please let us know.



Snapshot of Winter Group Exhibition achieved 29/1-26/2



# Promotion

As an online art gallery, we will promote the grand opening and additionally, we will keep promoting the exhibition during the entire length of the event via our website and our social media.

Also, take into consideration that each artwork on display in the show (via a virtual tour program) will have **clickable links with artist's contact information** (your email, the personal pages of your choice eg. Instagram, Facebook, Website, etc). This way, all viewers of our art event, will have the possibility to get more information about your art project, artist's contact info instantly and can contact him directly without our intervention.

All the participants' work will be featured in an **e-Catalogue** which will also have **clickable links** to the artist's personal accounts/websites.

All participants will be **featured in our stories** on our social media accounts that have a significant number of audience.

Specifically, we will share through our Instagram:

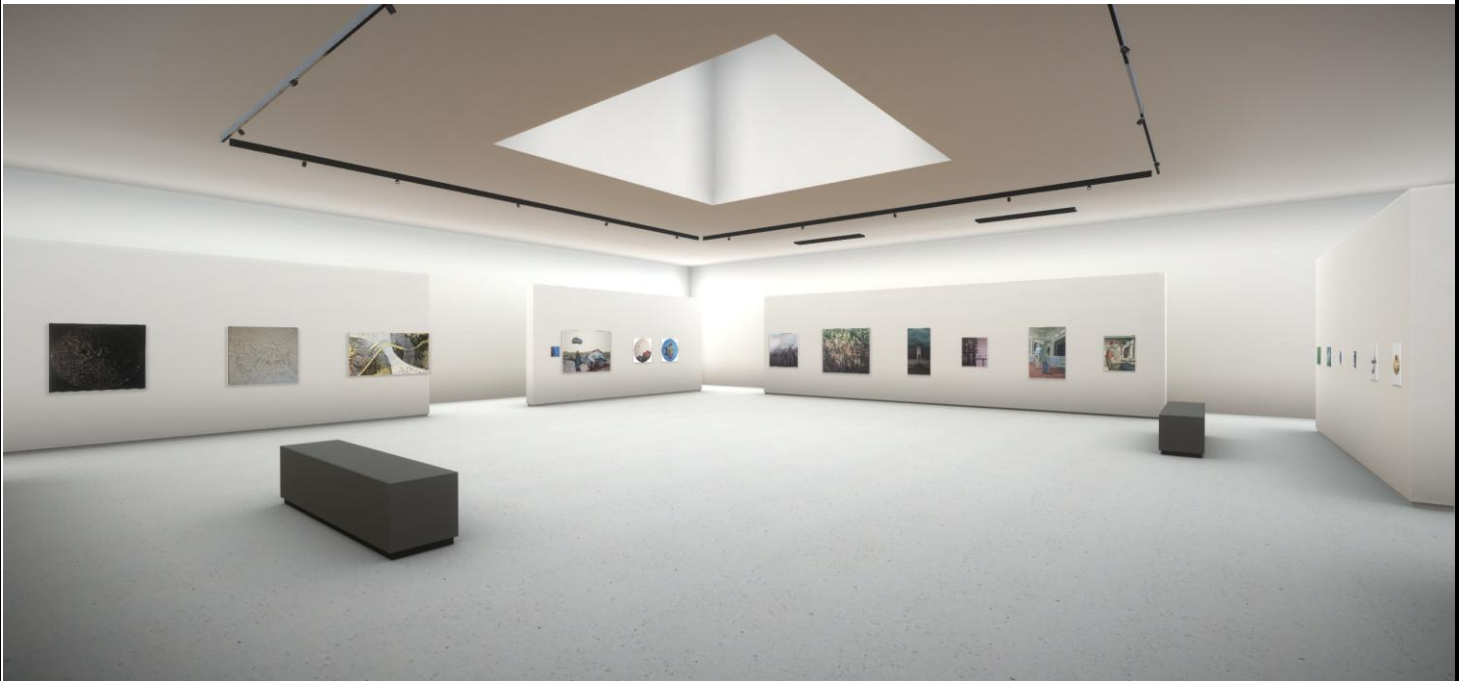
- one **post + story of a selected artwork of every participant**
- many posts + stories of snapshots of exhibition spaces

# Sales and Commission

Regarding the case of purchasing an artwork, as it is mentioned above, please take into consideration that the potential buyer will be able to contact directly with the artists to express his purchasing interest. This will be achieved as there will be included all necessary artist's contact information next to his artworks.

If a potential buyer prefers to contact us for a specific art piece, our role is restricted to informing him if this is available for sale and the price. Then we will urge him to contact directly with the artist for more details and provide him again your contact info.

So, we **will not keep any commission** from the sales.



Exhibition space of one of our previous virtual shows

# Submission Fee

In order to provide all the above, a **contribution of 15€ will be required. This fee includes the event's promotion from our platforms, the design of the e-catalog and posters, and the curators' fee.**

**There is no any additional fee if your art project will be selected.**

If you prefer to make the transaction in a different way (e.g using your **PayPal** account, or via **Stripe**), then please inform us via email and we can arrange it for you.

**All our payment ways (PayPal or Stripe** in case you prefer to pay with debit/credit card) **are easy and entirely safe.** If you are having any issues, then please feel free to contact us.

If you cannot go through a payment method, please try another way or contact us.

## Artist's Agreement

In addition, it's good to mention that on the submission form, there is attached the file with the terms of participation. This agreement exists to protect both the artist's and the gallery's rights, as a private contract. In summary, some of the issues noted are the copyright, the age of participants, etc.

So it's good to take a glance on in!



# Contact Information

For additional info or any further question, you can check our FAQ's page  
<https://www.royalbluegallery.com/about-6>,

or you can you can always contact via an email:  
[royalbluegallery.info@gmail.com](mailto:royalbluegallery.info@gmail.com)

**Thank you again for your interest in participating  
to our art projects.**

**We look forward to hearing from you  
& cooperate with you!**

Find us on Instagram @royal\_blue\_gallery



<https://www.royalbluegallery.com/>