



# Artist Manual

Create. Connect. Transform.



# Artist Manual

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ArtRoom24.

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# INTRODUCTION

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“Art is too important not to share.” - Romero Britto

Art is everything around us. It is a creative expression of oneself. It enables someone to reflect on the world and translate ideas into an experience by practice. Art is powerful. It is an integral part of our society.

It comprises almost everything, from that coffee cup print, that \$500 home accents, music, movies to the expensive paintings you see in the museum – art, in its various forms expressed in mediums.

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## ABOUT ARTROOM24

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### THE ALL-IN-ONE PLATFORM

The **Artroom24** is one of the largest merchant space and an online gallery for fine art, and it is the only social platform that enables its users to build their network and establish their store all at the same time. With a global reach, it creates a stage for artists from far corners of the world a secure space to build their store and grow their brand.

Add and make friends, create groups and follow fellow artists or art collectors. Get connected and stay connected with the world.

As part of Artroom24's mission and vision, we want to bridge technology and art. We want to make eCommerce better for everyone. With over five adaptive languages, we develop a seamless user experience from listing your product, negotiations,

## ABOUT ARTROOM24

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and shipping, where everything is done within **Artroom24**.

The best part about **Artroom24** is we have integrated payment gateway and partnered with secure logistics couriers worldwide.

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## CATEGORIES OF ART

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Art, in its most extensive sense, is a form of communication. It means whatever the artist wants to convey. The materials, techniques, and forms are the shapes of its meaning. It will basically create an idea, bring forth information, and evoke the emotion of its beholders.

### **Fine Art**

Fine art includes works of art that are created primarily for aesthetic reasons and intellectual purposes. Under fine art falls the decorative and applied arts- both useful and beautiful. It combines aesthetics, design, the needs of the consumers, and finding practical solutions to problems.

Painting, architecture, drawing, and literature are the largest specific art products that fall under fine art. Ceramics, glassware, basketry, furniture, metal ware,

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## CATEGORIES OF ART

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jewelry, textiles, clothing, and other such goods are the objects most commonly associated with the decorative arts.

Industrial design, fashion design, interior design are classified as applied arts.

### **Photography**

Photography is the art of generating images by capturing light with a camera, usually via a digital sensor or film. While cameras are more accessible than ever, high-quality photographic arts still hit the market demands.

Owning a smartphone or a camera cannot guarantee an exceptional photograph that could meet the standards of photography galleries. It takes talent and mastery to deliver a photographic masterpiece.

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## CATEGORIES OF ART

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### **Sculpture**

Sculpture is the only branch of visual arts that is specifically concerned with two or three-dimensional forms. An example of a sculpture is a clay statue of a famous figure. There are three basic sculpture processes. Carving is removing unwanted material to create the form. Modelling is creating a form by building it up from an amorphous lump of plastic material. Assembling is joining prefabricated elements as in welded metal constructions.

Sculpture forms are classified by three. The first one is a Freestanding Sculpture that finished on all sides. However, it cannot be viewed from all sides. The second one is Relief Sculpture that is classified by its degree of projection. High relief implies that the objects project at least half of their natural circumference from the background and low relief

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## CATEGORIES OF ART

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indicates the figures barely project from the background. The third one is Kinetic Sculpture that moves either by air currents such as mobiles or by a power source installed by the artist.

What kind of art do you create? Showcase your masterpiece to a global audience. Sell your art online by signing up in [ArtRoom24](#), the largest art selling platform in the world.

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## The Complete Step-by-step Set-Up Guide

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In [ArtRoom24](#), we provide a straightforward sign-up process. Just a few and important details to key in or sign-up by linking your Facebook, Google, or LinkedIn account.

The customer sign-up option is free and will always be free. Enjoy the collection of fine art in the palm of your hand.

To become a successful artist in [ArtRoom24](#), we have provided you with step-by-step videos to make sure you execute all the functions correctly. Following these videos precisely will guarantee your success.

### **Setting up your profile**

Your profile page is one way to authenticate you as a person and as someone who has the capacity to purchase. That is why we encourage all users to fill-up

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## The Complete Step-by-step Set-Up Guide

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all the necessary details in your Profile page.

Setting up a creative and personalized profile is simple. Easy photo upload, a step by step process for editing information and don't forget to link your social media accounts!

Let's start on setting up your artist profile account. We have prepared a video tutorial on how to set-up your Artist profile account:

[https://www.youtube.com/watch?v=bnlDg\\_ii2LY](https://www.youtube.com/watch?v=bnlDg_ii2LY)

Go to ArtRoom24 website > Enter your email address > Choose Artist Profile > Fill out correctly all the needed information > Fill out your correct shipping and billing address > Fill up your store address for shipping pick up > Remember your log-in details.

How will you build a trustworthy seller's account? We have

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## The Complete Step-by-step Set-Up Guide

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provided a video tutorial to help you connect your social profiles on your Artroom24 store to generate a reliable artist profile:

<https://www.youtube.com/watch?v=sOzV-Ykq3ws>

On your profile, go to My Shop > Click Dashboard > Go to Setting > Go to Social Profiles > Connect all your social media accounts by putting the URL > Click Save.

Welcome aboard! Let's go on creating your online art studio shop so you can start selling your artwork..

### **Setting up your studio shop**

Start selling your artworks by creating your online art store. We have prepared a video tutorial on how to create your store:

<https://www.youtube.com/watch?v=ryUccrbcgmg>

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## The Complete Step-by-step Set-Up Guide

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On your profile, go to My Shop > Click Dashboard > Go to Setting > Go to Store > Upload your store banner and profile picture > Make sure to fill out all the needed details > Save changes.

After setting up your store, you need to set-up your payment information for a secured and hassle-free transaction when a customer wants to buy your artwork. Payments are processed through PayPal, just log-in your Paypal credentials, and you're good to go. We have prepared a video tutorial on how to set-up your payment information:

<https://www.youtube.com/watch?v=I5CvKVmjkh4>

On your profile, go to My Shop > Click Dashboard > Go to Settings > Go to Payment > Enter your Paypal email to complete the set-up.

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## The Complete Step-by-step Set-Up Guide

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Complete all these processes to move forward to selling your artwork. Follow precisely all the steps to create a sought-after online art studio and get noticed by art lovers and enthusiasts from all over the world.

### **Start Selling, Track Your Orders, and Get Paid!**

The top priority of **ArtRoom24** is the security of both the artist and their artwork. We have provided features on how you can get updated with your sales, process and track orders, receiving payments, and shipping process.

How about sitting comfortably at your house while waiting for your art to get sold online for sure? **Artroom24** has made it possible for you to sell your art and connect with hundreds of artists and art enthusiasts around the globe with just a click of your finger. We have partnered with an established logistics courier to secure

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## The Complete Step-by-step Set-Up Guide

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your artwork the moment they leave your studio until they arrive at their destination.

Get real-time logistic updates through the Orders icon in your Profile Page and see every detail of the transport activity.

Our artists and freight partners are well aware of the value as well as the fragility of the art pieces that is why we took it upon ourselves to secure just compensation if the package has been damaged in any way.

We develop an easy and convenient way for you to sell and track your parcel wherever in the world you may be, this shipping video explainer will guide you:

<https://www.youtube.com/watchv=8DpnA4GykUo&feature=youtu.be>

Thank you for completing the process. Welcome to you  
for

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## The Complete Step-by-step Set-Up Guide

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online art studio. You can now sell your artwork, track your sales and get store analytics.

If you encounter problems during the whole profile set-up process, please refer to the complete video tutorial:

[https://www.youtube.com/watchv=KBlm9ML\\_nX8&feature=youtu.be](https://www.youtube.com/watchv=KBlm9ML_nX8&feature=youtu.be)

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## SOCIAL FEATURES

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All-in-one platform for everyone! **ArtRoom24** is not limited to artists and collectors only, but all art lovers. Besides being the world's largest selling platform of modern fine art in the palm of your hand, we want you to know the main key features of this all-in-one online art platform.

### **Multi-platform**

The **ArtRoom24** is a merchant space and online art gallery for aspiring artists who want to sell or advertise their art brand online. It is not just your ordinary buying and selling room; we have incorporated social features to make a different and sociable environment for artists and collectors making us a unique social marketplace site.

We are a social marketplace website. Some of the social features are building your network of followers, updating

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## SOCIAL FEATURES

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your audience through posting, uploading, sharing photos, giving reactions and comments, and sending messages to everyone. The best part of joining the platform is becoming a vendor or a vendee of excellently-made artwork. All you need to do is to be socially interactive to build your empire and get that spotlight!

Another vital role of a social marketplace website is selling. What makes [ArtRoom24](#) unique is the whole selling experience. We provide a smooth negotiation as we address the language barrier concerns. There will be an easy and secure payment process. The best part is the safe transport of delicate art pieces from the artist to the buyer's door, safely handled by our trusted logistics that caters to worldwide deliveries. Wherever you may be, that would never be a problem.

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language barrier, and we are ready for that. We have multiple languages you can choose in accessing [ArtRoom24](#), making sure your communication is clear and understandable to wherever you might be in the globe. In addition to that, we are still adding more languages to the website, making sure we cater to all nationalities. Communication is the key to negotiation in discussing a masterpiece, and that's precisely what we want our users to experience, a smooth and easy conversation. Art is precious and priceless, which frequently is strenuous to express but fascinating to explore.

The [ArtRoom24](#) website is an artist-to-fan online social marketplace for artists and art galleries. A unique and brilliant concept of merging the two most essential website functions into one platform, and that's [ArtRoom24](#).

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## SOCIAL FEATURES

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### Create Groups

Many artists have created digital artworks and have not published it properly by a publishing company. Also, while not necessarily having established a name in its field, it is difficult for these artists to make sales and attract attention.

**ArtRoom24** gives a chance to get more exposure through its member's database and integrated social functionalities.

Create groups by generating art topics that can be beneficial, informative and compelling to your audience. The first thing you need to do is to add your target audience on your friend's list. You can then invite them to your group. Catching the interest of your audience will earn their interest in engaging with you.

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## SOCIAL FEATURES

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Inside your group, all of you can exchange knowledge and experience. It will allow you to broaden your art awareness and vice versa. In [ArtRoom24](#), anyone can grow ideally on what they want to become.

### **Build Schools**

Take your artist career to the next level by building your very own online art school! Introduce your technique to the whole world and build your art empire in [ArtRoom24](#).

In [ArtRoom24](#), your creative mind is unbounded!

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## RANK YOUR STORE ON GOOGLE

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We want you to grow as an artist and be famous online in all possible ways. That is why we equipped ArtRoom24 with a feature that will boost your uploaded content.

### Unlimited media upload

Upload your artistic photos, videos, music, and poems. Create your personal good looking cover page. Create blog articles with an accompanying image and video. This will help you get Google attention, thus generating more exposure and sales income. We have provided a video tutorial to help you on how to publish your blog articles: <https://youtu.be/H-TCy1a79d0>

Go to My Blog > Click New Article > Put on Title > Write content > Click the camera and music icon or the Pixabay button to add music and video > Insert featured image > Choose preferred work Common Creative License > Click Save and Publish.

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## RANK YOUR STORE ON GOOGLE

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### Target keywords

Top on Google searches by writing SEO-friendly articles in [ArtRoom24](#). We implement a boosting technique for your profile to rank in search engines. Here's your step-by-step guide on writing articles to get more attention on the web. We have provided a video tutorial to help you on how to create a digital content that would boost you into fame:

<https://www.youtube.com/watch?v=RdHIBAqVgPg>

Go to My Shop > Click Dashboard > Go to Setting >  
Go to Store SEO > Fill out your SEO title, meta  
description, meta keywords, Facebook title,  
description, image, Twitter title, description, image >  
Select an artwork file to upload.

Congratulations! You just published your first [ArtRoom24](#) blog post.

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## PLATFORM LICENSE GRANT

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### 1.1. License Grant to Upload

Subject to Your compliance with the terms and conditions set out in this Terms of Use, ArtRoom24 hereby grants to You a personal, limited, non-exclusive, non-transferable, freely revocable license to use the ArtRoom24 Platform for Artists and Art Galleries, businesses and individuals alike including uploading content and downloading content available on the website. Users can upload content to the ArtRoom24 Platform including but not limited to details of the Artists and Art Galleries, the product and service offered for sale, prices and related information and is hereinafter referred to as "User Content". User Content is uploaded at Your own risk. Notwithstanding any obligations hereunder of ArtRoom24 to protect User Content with security measures, ArtRoom24 cannot guarantee that there will be no unauthorized copying, distribution or corruption of User Content nor will ArtRoom24 be liable

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## PLATFORM LICENSE GRANT

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for any copying, usage or corruption of the User Content not authorized by ArtRoom24.

### **1.2. License Grant to Download**

Subject to Your compliance with the terms and conditions set out in this Terms of Use, ArtRoom24 hereby grants to You a personal, limited, non-exclusive, non-transferable, freely revocable license to view and download User Content solely through the ArtRoom24 Platform subject to the license under which such User Content is distributed.

### **1.3. License Grant to Co-operatives to e-listing Products and Services**

Subject to Your compliance with the terms and conditions set out in this Terms of Use, ArtRoom24 hereby grants to You a personal, limited, non-exclusive,

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## PLATFORM LICENSE GRANT

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non-transferable, freely revocable license to list your Products and Services for Sale through the ArtRoom24 Platform.

a) Such a listing can include commercially reasonable information related to the products which are subject matter of your business such as description of the offered Products and Services and their availability, prices of the offered Products and Services and any other such information like product specifications that are relevant in helping the purchaser in deciding to buy the offered Products and Services.

b) You may also additionally list your own terms and conditions over and above those imposed by ArtRoom24 while offering to sell Your Products and services such as price of the product, geographical area for delivery of the purchased products and mode of payment. These additional terms constitute an agreement between

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## PLATFORM LICENSE GRANT

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Youself and the Buyers of the Products and Services offered by You and ArtRoom24 is not bound by the Terms and Conditions listed by you on the ArtRoom24 Platform and shall in no way release Yourself and the Buyers of the Products and Services offered by You from any of the obligations, restrictions and in general all the sections set forth in this Terms and Conditions document.

c) Notwithstanding any obligations hereunder of ArtRoom24 under the provisions of this Terms and Conditions document, ArtRoom24 shall not be liable for the successful completion of the purchase of the Products and Services offered by you by the Buyers including but not limited to full payment, delivery indicated order in the ArtRoom24 Platform and it is Your sole and complete responsibility for ensuring the successful completion of the purchase of the Products and Services offered by you by the Buyers including but

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## PLATFORM LICENSE GRANT

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not limited to full payment, ensuring and packing Products and Services securely and correct, taking the delivery at the time and location indicated at the time of placing the purchase order in the ArtRoom24 Platform.

d) It is the sole and complete responsibility of the Artists and Galleries for ensuring the Purchased Orders are securely packed, complete shipping labels and tracking of orders to the Buyers. ArtRoom24 shall not be liable for any onboarding concerns on the Purchased Orders. Partner couriers of ArtRoom24 (DHL and FedEx)

e) In the event of any loss and damage of Products and Services during the shipping process, ArtRoom24 shall not be liable and will not offer replacement and refunds. Once Products and Services are on shipping process by the chosen courier inside ArtRoom24, it is the responsibility of the courier to handle the Products and Service imposed by the courier terms. ArtRoom24 shall

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## PLATFORM LICENSE GRANT

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not be liable for any claim filed to partner couriers (DHL and FedEx) including but not limited to filing process, requirements, information needed and all essential particulars and alike.

## FAQS

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### **Are the sign-up and listing free?**

- ArtRoom24 is always free for customer sign-ups.
- The artist plan is 2CHF monthly with unlimited artwork product listing.
- Gallerist is an art trader plan at 50CHF monthly with unlimited artwork product listing and can initiate art workshops and groups.

### **What can the Profile Page do?**

- Profile page for all accounts and plans are equipped with many features not to weary you.
- Get to know all the feeds in the Activity icon; you certainly won't miss anything in there. And a live notification through the News icon is available as well, with no room to miss any current events.
- Personal and group connection through Messages, Friends, and Groups icons, ArtRoom24 is a social community for everything art.
- Editing and updating profile information and cover

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## FAQS

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photos are just easy steps. Suggested profile photo dimension is 150×150 pixels, while cover banner dimension is 1400×440 pixels.

### **How do Artroom Price and Commission?**

- ArtRoom24 is a merchant space and an online art gallery for all artists wanting to sell their art.
- Artists can freely set up their own and comfortable prices for their artwork, but not to more than 10,000CHF.
- ArtRoom24 will take 20% from the set price of your product listing for every sold piece or every download in case of digital artwork.A
- ArtRoom24 has a transaction limit of 10,000CHF in line with the terms of our partnered payment processor, PayPal.

Example: On your sold artwork with a price of 500CHF, seller/artist will get 80% of the product listing which is 400CHF (500CHF x 80%) and will go straight to your

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## FAQS

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PayPal account.

- The 20% which is 100CHF (500CHF x 20%) will serve as an ArtRoom24 service fee.
- No fees apply on product listing, 20% service charge is only applicable on every sold artwork. (physical and/or digital products)

### **What countries are available on Paypal?**

- ArtRoom24 is the largest selling platform of modern fine art by artists around the globe. However, as much as we wanted to cater the global art demands, there are countries that we cannot serve with the terms of our partnered payment processor, Paypal.
- Here's the link of countries we can sell and do art trading. 02 countries is almost global! Link: <https://www.paypal.com/ph/webapps/mpp/country-worldwide>

### **Payment options and privacy**

- A global art marketplace allied with a global payment

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## FAQS

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company.

- All payments are processed through PayPal, including credit cards and debit cards. A fast, safe, easy and real-time online payment system, with high financial information security and anti-fraud monitoring structure.

### **Partnered couriers and logistics services**

- From being a global art marketplace tied up with a global payment company, we make sure our partnered couriers and logistics services can board and transport worldwide.
- We both have FedEx and DHL integrated on the platform, a safe and on-time logistic services with pre-programmed product pick up to the transportation of artwork at the buyers' doorway. No commotion and less hassle.
- Shipping fees may differ per area; rates are directly calculated automatically by the partnered couriers.

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- Know the ship rates here. Shipping Calculator)
- For shipping rates concern please contact **FedEx** and **DHL** directly.

### **How to Maintain social communication**

- ArtRoom24 is an online marketplace and social community for everything art.
- We make sure we all have those social features onboard on the platform to keep you socially updated with each other.
- Get a bigger circle and start making friends in ArtRoom24, where you can message and follow them.
- Get the newest buzz through Activity icon, seamless flow to get hooked with the trend. For the art enthusiast, we value your wants and we made it possible for all to join or follow art groups, a massiveart social gathering inside ArtRoom24.

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### **General navigational guide**

- **Login Steps:** Very easy as it is trimmed down to just username or email address and password details.
- **Forgot Password:** We got your covered, just simply tick “forgot password” and will email you a temporary password. Don’t forget to set a new password after logging in and remember it this time.
- **Privacy Settings:** We protect all users’ data and information. Users can freely set-up their information visibility and privacy through settings.

### **Setting up your store and payment**

- Be sure you don’t miss to set you’re your store and link your payment options inside ArtRoom24.
- Your store profile is vital and its details, the address is used as a pick-up location when you book and initiate courier pick up for orders.
- Setting up your store is very easy, click “My Shop” on your profile page, your dashboard goes to **36** "settings,

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choose “store”.

- Indicate all your store information like store banner and logo image, address, store hours, important notice, and a short bio, and don’t forget to tick “update settings” to save all the details.
- You can take a look at how your live store looks like to users, through the “visit store” option right after saving all your information.
- In setting up a payment option, click on “payment” and enter your PayPal address and save. You will instantly receive the payments from orders inside your store in your PayPal account, very easy, safe, and convenient, right?
- A very important reminder prior to saving all your details is to double-check the information especially your PayPal account. You can also check and edit the information anytime, just click on the “My Shop” icon .on your profile page.

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### **Set up store SEO to boost store traffic**

- We have integrated store SEO functions inside each artist store in ArtRoom24 that can help boost traffic towards your store. A very smart move to help our artist.
- Where to check on this? Just visit “My Shop” in your profile page and click on “settings” then choose “store SEO”.
- Fill out all the details needed like SEO title, keywords, meta description, social media details like title, description, and images for Facebook or Twitter, then save changes.

### **Store report management**

- You can maximize your time with us, we have daily, weekly to monthly sales reports and insights available anytime you want to check and review.
- Automated reports about your store help you check your sales and store insights with understandable

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## FAQS

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and easy graphs for easy comprehension of your store statistics.

- Not only an overview of total sales but there is also an option to check and filter on which of your product listings are best sellers.
- Under the statement tab, it will show order transactions with accounting analyzing features for simple and easy accounting checking on your part.
- You can access your store report through the “My Shop” icon on your profile page then choose “report”.

### **Check your store review**

- Reviews are very important because in today’s time, positive reviews converts to sales, it creates a trust to other users/buyers and it’s a low-cost ad for your store/product, yet very effective and trustworthy.
- Engaging to buyer’s review inside your ArtRoom24 merchant space is enable and is accessible through

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## FAQS

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“My Shop” in your profile page then choose “Review”.

### **Review your store followers**

- Build your empire in ArtRoom24, fans can follow your store profile so they get hooked when you have new product listing and for any promos too.
- Your store followers get live notifications to any movement in your store, so they get real-time updates from your store.
- See who’s following your store in your “My Shop” then choose “Followers”.

### **How to process orders in ArtRoom24?**

- Get a live notification when sales pop up in your store inside ArtRoom24, email notification will also be sent.
- Check and process customer’s orders inside your store through the “My Shop” icon on your profile page and choose “Orders”, it shows a complete

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## FAQS

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- order list with details such as order status, airway bill, etc.
- To wrap up each order with a personal touch, you can add and leave a note to the customer.

### **How does shipping work?**

- A live notification will be sent to your ArtRoom24 account or email.
- To find the ticket on every order just visit “My Shop” in your profile page then choose “shipping”
- A complete orders list is shown that is pending to ship, tick a specific order then click on “More Action” to create and download label.
- Secure the artworks together with the shipping label and airway bill and on the same page choose “Request Pick Up” then the logistics will pick up the order at your store address to process the delivery to your customer’s doorsteps. You can also go to

## FAQS

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the nearest logistic branch as an option.

- Tracking of orders is also available at the logistic website through the airway bill and once delivery is complete, make sure to mark the order as complete in your ArtRoom24 shop.

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## SHARE YOUR SUCCESS

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In **ArtRoom24**, you will surely become a successful artist as long as you follow everything that is written in this manual. When you succeed, are you going to share it with others, or are you going to hoard it to yourself? Sharing this success will help build a better world as we spread art, creativity, and encourage imagination that brings in the innovation of modern times.

**ArtRoom24** aims to bridge the gap between artists and art lovers around the world. Your success story might pave the way for other artists struggling to sell their artwork to the limelight of success. Sharing your success story can open more doors for you too, as an artist. Gaining heightening popularity will cater to you to a way more broad audience and buyers.

Let your success create the noise! Share your success in **ArtRoom24** through your social media channel. Tag **ArtRoom24** on your Facebook, Instagram, Twitter. You

## SHARE YOUR SUCCESS

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You can also maximize the opportunity of selling your artwork through social media by posting the [ArtRoom24](#) URL of your artwork.

Please follow the tips and tutorials of this manual, and you will become a successful artist in your respective field in no time.

**Share your success now, and let your art speak for you.**