

Pricing your work for the Gallery OR Collector Market

2008 11th International ASBA Exhibition
\$3,323 average, Range - \$1,200 to \$7,000

2011 11th International ASBA Exhibition
\$2,718 average, Range - \$1,250 to \$6,900

2012 Society of Botanical Artist Exhibition (London)
Landscapes to Botanical Art
\$1,750 average, Sample of 50 artists

When pricing your work, one needs to consider which market you want to appeal to. There are pros and cons to both. It's up to the individual to decide what is best for themselves. Here are some things to ponder as you consider which of these two arenas you wish to place yourself in and how you want to price your work. There are different answers for the gallery owner, the collector and you as the artist.

- 1) Does size matter?
- 2) Do the number of hours spent on creating the work matter?
- 3) Does the medium/media matter?
- 4) Does the quality of technique matter?
- 5) Does your botanical subject matter?
- 6) Does your personal connection to the work matter?
- 7) Does your resume matter?
- 8) Does beauty matter?

Challenges:

Educating the public about botanical art and why it is priced as it is.

Building your resume and recognition of your work through exhibitions.

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