Art Guide

ArtPrestige Ltd

Art Buyer's GuideBook
Collectors & Connoisseurs
Portraiture Today

PRESTIGE

Connoisseur ArtGuide

Art Collectors

ArtPrestige Guide - The Art World - Buying Original Art - Buying Online - Commissioning Portraiture
Buying for Investment - Giclée Prints - Limited Editions - ACEO cards - Authenticity Certificates - Copyright

www.artprestige.gallery www.artprestige.co.uk

ArtPrestige Ltd twitter.com/ArtPrestigeLtd Email: enquiries@artprestige.co.uk gb.pinterest.com/artprestige

A Nude in the Study
by Leighton Charles

ArtPrestige

ArtPrestige is an OnLine Gallery of the most fabulous Artists and Artisans

Featuring writers and artists of varying styles and techniques, ArtPrestige offer an array of fabulous art available online.

www.artprestige.gallery
www.artprestige.co.uk

Browse the Gallery

Visit the ArtPrestige website and browse the online gallery for a fabulous journey of discovery.

Disrobing
by Aubrey Stex

Peter Lee Ceramics
by Peter Lee

The Lakeland Boat
By Andre Evreux

Portrait of Mireya
by Leighton Charles

Country Scene
By Tony Brooks

Connoisseur ArtGuide

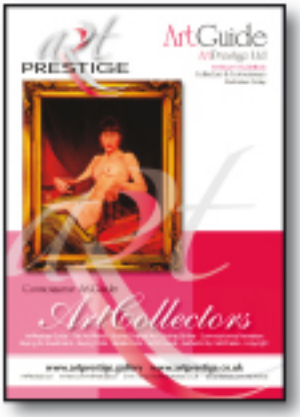
www.artprestige.gallery
OnLine Gallery for today's Art Collectors

The ArtGuide ARTPRESTIGE

PRESTIGE

The ArtPrestige Buyer's Guidebook for collectors and Connoisseurs of Art. This Guidebook explores the dynamics of the art world today and outlines many opportunities for collectors to begin or expand their hobby.
Art is not an exact science and it is invariably the consumers that will determine a work's value.
ArtPrestige present traditional and classical painting such as realism in portraiture together with beautiful landscapes. We are also at home with modern art and yet reserve the right for artist membership to be in accordance to our criteria of art. Today almost anything can be classified as art and galleries vary accordingly but ultimately it must be for the customer to make the artistic judgement.

Included within the ArtGuide, the ArtPrestige supplementary booklet of Portraiture Today.



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ARTGUIDE
18 Page Booklet
PORTRAITURE
8 Page Booklet

The ArtPrestige ArtGuide is available as an 18 page guide booklet or complete with the Portraiture supplement (26).

Be your own Connoisseur and *Art Collector*

The Art World

What Constitutes Art?

Truth is, it is not an exact science. We are all free to express our opinion on an artist's work and so we should. Artists too must expect an honest appraisal of their creativity by admirers, critics and/or potential purchasers. Formal education teaches art with awards and honours and artists not trained in this way are often shunned by the establishment as somehow unworthy.

Jack Vettriano, the best selling artist in the UK remains outside of the establishment circles due to his lack of formal training. **Vettriano** is a good example, as the artist has been subject to much media ridicule when it was revealed he was using artist's figure reference books for his famous 'Singing Butler' images.

Vettriano need not concern himself with the views of art critics whilst selling more of his work than any other artist in the UK but it does set some critics firmly against the art collector or buyer of the artist's work. **Vettriano** originals sell for up to £1 million.

ArtPrestige says....

Jack Vettriano OBE is one of the most imaginative and talented artists today.

Formal Art Training

In past centuries formal art training would have students working alongside a master, learning all of his tricks and techniques. At some point the student was entrusted with the foundation painting in readiness for the master to arrive and apply finishing touches. The Art Studio method produced some of the greatest artists in history. French portraitist **Jean-Auguste-Dominique-Ingres** was the student to **Jacques louis David** and went on to become one of the greatest portrait painters in history. **ArtPrestige** member **Leighton Charles** always refers to **Ingres** as the master of portraiture. Today we study the artists of past centuries albeit favouring impressionism to realism and the abstract modernity to past traditional styles. Since the nineteen sixties the art world and the art collector have embraced the abstract. **Indeed...it is the love of abstract that has generated the question....**

Yes, But is it Art?

BUYING AFFORDABLE ART

by Hugh St Clair

Quote:

The argument still rages about what constitutes art. How often have you heard a comment such as 'My five-year-old grandson could have painted that!' in response to an abstract slosh of paint on a canvas?

Today, the art establishment accepts the notion that art can be an idea, a comment on today's world, and not, necessarily a rendition of say a religious scene, a recognisable landscape, or a portrait on a canvas.

Art critics and several commentators consider resistance to certain art to be rooted, in part, in the dual feeling that the spectator has to work too hard, or that the artist didn't work hard enough or long enough to create the piece. Even today some of us have great difficulty in understanding why a naively drawn bunch of flowers should be worth a lot more than a meticulously executed landscape. The flowers might well be sketchy, but maybe they have an atmosphere quality that the landscape lacks. Meticulous accuracy is no longer a criterion for judging a picture.

The art world today encompasses so many new creative strands that almost anything goes. For example it wasn't long ago that photography was accepted as an established art form worthy of exhibition space within major museums and conventional galleries. Digital photography takes the image and enhances it to a level that distorts the truth of the photograph but creates yet another new art form.

ARTPRESTIGE CLASSIFICATIONS

ORIGINAL ARTWORK
Artist's Original Paintings

GICLEE PRINTS
Closest Match Giclée Prints

ARTIST PRINTS
Artist's Approved Digital Prints

LITHOGRAPHIC PRINTS
Traditional CMYK Printing

ARTDRAMA POSTERS
Digitally Enhanced Images

ArtPrestige artist membership and writers will always represent an eclectic range of styles and techniques. Ultimately it is for the customer to determine their worthiness or otherwise.

The Art Movement

MOVEMENTS, SCHOOLS & STYLES

Barbizon School
Colour Field Painting
Conceptual Art
Cubism
Expressionism
Fauvism
Hard-Edge Painting
Hudson River School
Impressionism
Minimalism
Neo-Expressionism
Neo-Impressionism
Norwich School
Op Art
Pop Art
Post-impressionism
Postmodernism
Surrealism
Symbolism
Vorticism

.....and so it goes on.

These **art schools and movements** are forever irresistible. However we must avoid getting too precious about a particular movement. Even Dante Rossetti got fed up with the art school that he invented, and is still celebrated today, of the **PreRaphaelite Brotherhood.** He became self-concious about it, finally abandoning the idea feeling it rather silly. We love to put labels on things to help explain or simplify the detail. It is true that when we mention any of the art schools listed above we immediately think of practitioners and/or particular pictures.
For example mention of Pop Art might make the reader think of the artist **Roy Lichtenstein.** The Art World loves its movements because it helps classify a work, as if it is explained away by its very identification as belonging to a defined style or purpose. The identification of a school or movement somehow suggests that the work deserves merit simply because it is part of that identified movement. Being attributed to an art movement helps assess the artist's work in the context of personal objectives and beliefs.

THE ART WORLD
CONTEMPORARY VERSUS *modern*

Quote:

BUYING AFFORDABLE ART
by Hugh St Clair

Contemporary broadly means work by living artists, even if they are now very old. Christie 's Auctioneers reorganised their Contemporary Art Department in 2000, and now they distinguish between international artists from Post-Second World War years to the end of the 1960s, which come under the Post War category and then Contemporary Art, which is strictly applied to work produced in the 1970s or later.
While 'contemporary' has a relative, temporal meaning, 'Modern Art', on the other hand, tends to be characterised by a rejection of old subjects. In particular, the term usually refers to art created from a period dating roughly from the 1860s to the 1970s. For example, by the end of the 19th century the church and religious foundations were no longer important petrons of the arts.

BUYING FOR PLEASURE *or investment*

Art Collectors buying art, as with antiques, begs the question of buying simply for pleasure or investment. Obviously we naturally want our purchase to increase in value over time and be a prudent investment but is that the over-riding motive for buying or did we simply fall in love with the work with more altruistic reasons? Or perhaps it is a combination of the two?

Art Collectors may be influenced to purchase simply by the subject of the art. Art Collectors should buy their art for whatever reason and it is not for the **Art World** to dictate the actual value hierarchy, although they really do. The **Art World** dictates art values based on the market place history of known sales. Of course it is in their interest to create perceived values as if an exact science, which art, being subjective, can never really be. Art Collectors please note.

Buying Online

Affordable Art OnLine

Buying art online is a serious option for the art collector today. Browse (ArtPrestige offer works every month) and click your way to selecting art using PayPal. We sell both original works and digital prints in this way. Very Popular are smaller originals that can be mounted and framed to make new pictures for the home. A range of styles and varying artists ensures plenty of choice every month for collectors.

ORIGINAL ARTWORK
Artist's Original Paintings

GICLEE PRINTS
Closest Match Giclée Prints

ARTIST PRINTS
Artist's Approved Digital Prints

LITHOGRAPHIC PRINTS
Traditional CMYK Printing

ARTDRAMA POSTERS
Digitally Enhanced Images

FUN STEP - MOUNTBOARD
The painting may benefit by being set with a complimentary mountboard enlarging the final picture size, as shown.

FUN STEP - CUSTOMISED FRAMING
Use a Framer for complimentary mount & frame or checkout Ready-Made Frames.

The Fun Easy Steps to Art Collecting

ArtPrestige **Artist Print** bought on eBay → Fitted behind **Mountboard** setting → Fitted into **Chosen Frame** Ready to Hang

BUY Artist Print from ArtPrestige

Buy a Ready-Made or a Custom Choice Frame

TRIM Print to Fit → **TAPE Print to back of Mountboard** → **FIT & SEAL** → **DISPLAY ART**

Buy your art at **www.artprestige.co.uk** click on **Art Shop**
Also Checkout our special offers every week on eBay

Buying *online*

artprestige.gallery - *OnLine*

ArtPrestige - Passion without Pomposity

Affordable Art

The success of eBay which in 2004/5 listed up to 2.5 million private auctions in the art and antiques section suggests that art collectors are content to buy from auction sites.
Obviously there are pitfalls but most of these are self-evident. Although the seller should be honest, the onus is on the buyer to choose wisely.

Quote:
When you think about how much art you can see online in one day on your computer and compare that amount to what you can see physically yourself from gallery to gallery in your area, you begin to see just how pervasive online commerce in fine art will eventually become.
Alan Bamberger
The Art of Buying Art - 2002

We love art and the artists that create it. We are very passionate about providing a platform for art works and for collectors to be able to buy them. Using the Internet allows for the freedom of opportunity. Ultimately it is the public who will decide if an artist's work is saleable. Like many art websites on the Internet we operate as a juried site selecting member artists based on our criteria or judgement.
Art, of course, is NOT an exact science to be held aloft by a privileged few so-called experts finally deciding on its suitability for public viewing. We have all had more than enough of art pomposity and the ego-mania of so-called experts throughout the last century and beyond. ArtPrestige offer art to the public on the understanding that they (the public) are the decision makers and ultimate judges of what art is valuable and deemed collectable.
Sic transit gloria mundi

Art Shop graphic showing several Giclée Prints for sale on the ArtPrestige website. You are able to browse the site & order artwork by using the PayPal system.
www.artprestige.gallery

ART SHOP
every week

ORIGINAL ARTWORK
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www.artprestige.co.uk and eBay

EVERY WEEK you can visit either of these exclusive **Ecommerce Internet platforms** to see new and exciting ArtPrestige Artist and Artisan work. Visit the ArtPrestige website or our listings on eBay.

EVERY WEEK ArtPrestige list artworks. Visit ArtPrestige on **www.artprestige.gallery** or **www.artprestige.co.uk** and search for the ART SHOP to find this month's listing. **ArtPrestige** also list items EVERY WEEK on their eBay site.

Signatures and Certificates

....of Authenticity

Art Collectors naturally look for honest assurance that the painting or picture being bought is genuinely as described by the seller. As with any purchase, in whatever walk of life, caution is always recommended. Buying from reputable dealers might be one way of avoiding disappointment and yet who can resist the first glance at what appears to be a bargain even when minus guarantees? In some cases bargains have indeed been secured from risk purchase based on instinct rather than guarantee.

CERTIFICATE OF AUTHENTICITY

Date of Issue

PRESTIGE

Title

Medium

Original or Print

Dimensions

Edition Size

Certificate Issue

Mounted

Framed

Name of Artist

Artist Approved

Artist Signature

www.artprestige.gallery www.artprestige.co.uk

ArtPrestige Certificates

A formal certificate of authenticity is not necessarily required to prove that a work of art is genuine. Any valid receipt, bill of sale, or proof of purchase from an artist or recognised authority will do.

ArtPrestige original paintings signed by the artist are sold with the signature on the painting - sometimes on the reverse - and supported by a Certificate of Authenticity COA). The certificate is there to help not hype. It details the kind of information that buyers are most interested in. It is also a certificate that could be affixed to the rear of the picture particularly by a framer.

What Pictures have Certificates?

The ArtPrestige Certificates of Authenticity are issued for Original Painted works, AP Giclée Prints, AP Limited Edition Prints and AP Selected Prints only. We do not issue COA for ACEO cards and/or artist minor artworks we determine are not necessary.

Artist's Signatures

Most artists sign their work on the front of the painting usually to a bottom left or right corner...but not always. Some pictures are unsigned. Others are signed on the back of the painting. We have to understand that artists are unpredictable and their work is sometimes also produced under unusual circumstances.

Famous pictures often change ownership over years and have at times been cut in size to accommodate varying frames or wall space. Courbet and Turner have both had famous paintings discovered to be completely halved and re-framed. So there are no exact rules to signing artwork only convention or tradition, both of which artists are notorious for defying.

ORIGINAL ARTWORK
Artist's Original Paintings
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Closest Match Giclée Prints
ARTIST PRINTS
Artist's Approved Digital Prints
LITHOGRAPHIC PRINTS
Traditional CMYK Printing
ARTDRAMA POSTERS
Digitally Enhanced Images

The key point here is intention. ArtPrestige are endeavouring to provide satisfactory authentication for every single artwork they sell. The customer ultimately decides if the artist work is worth buying or not. We will guarantee the work is genuinely by the artist named and that he/she has confirmed this with their signature.

Limited Editions

An ArtPrestige Limited Editions series will be guaranteed that the prints offered are limited to the number of prints stated.

PRINTS AND POSTERS

Limited Edition Prints ACID-FREE PAPER

Fine Art Prints Certificate of Authenticity

Artist Proofs **Copy Prints** Lithographic Prints

ArtPrestige PRINTS

ArtPrestige Prints

The Artist Reproduction Print is a viable option for the serious Art Collector. They are more affordable than originals and the today there is faithfulness to the colour and quality. ArtPrestige have three fine art printing options of **Closest Match Giclée Prints, Artist Prints** and **traditional Lithographic Prints.**

GICLEE PRINTS
Closest Match Giclée Prints
ARTIST PRINTS
Artist's Approved Digital Prints
LITHOGRAPHIC PRINTS
Traditional CMYK Printing
ARTDRAMA POSTERS
Digitally Enhanced Images

ArtPrestige Closest Match Giclée Prints

ArtPrestige Closest Match Giclée is the finest quality it is possible to print. It is a **hand-made process** of digitising the image and subsequently printing with lightfast inks to reproduce **the most exacting close copy it is possible to achieve**. Printed on acid-free paper and fitted to A3 or A2 sizes.

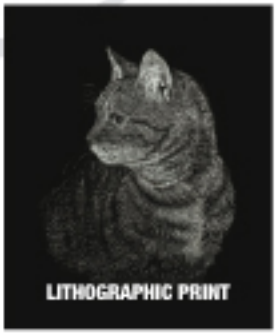
Dream Baby by Leighton Charles
Closest Match **Giclée Digital Print**
with border for frame cropping

Artist Prints
Affordable Reproductions

ArtPrestige offer our Artist Prints. They're ideally suited to modern digitally enhanced reproduction of today's artwork. Using our Master Scans we hand print onto quality artpaper making perfect prints for modern framing, mostly behind glass. ArtPrestige Artist Approved, High Quality Artist prints for collectors.

Dream Baby
Leighton Charles
Artist Print
Full to Bleed

Cat Study LPCS2
Leighton Charles
Classic Lithographic Print



Traditional Lithographic Prints

ArtPrestige offer standard lithographic prints which are suitable for highly detailed artwork. We specialise in lithography of detailed animal studies and close line drawings. Ideal for large print runs & popular art.

Giclée Prints

ART PRESTIGE

The Posy Ring

by Leighton Charles

Giclée Prints

The word Giclée is derived from the French 'le gicleur.' A relatively new process in which the fine art prints are made from a digital source using ink technology. The result is a rich vivid image using inks light-fast for over seventy-five years. Each print is meticulously made to order from a high-resolution image of the original.

Picture Colour Variations

During the lifetime of any painting there are lots of variations at work upon that picture that can alter the viewing pleasure. For example it will look different in daylight than artificial light. Viewing can be affected by the painting being lit by picture lights, it may have acquired a film of dust, if in a smoking environment it will be coated in brown staining and the original could develop cracks and lines over years. We know the dramatic differences achieved when the pictures are sent for professional cleaning. In addition if positioned in direct sunlight the colours will fade over time.

Colour Variations - Screens and Printing

You can see a favourite painting represented in various books and magazines, or on television, and compare the colouring. In almost every case the paintings' colour will differ. Printing will vary dependent on the surface it is printed on and the type of printing, as witnessed by art magazines from the first half of the twentieth century using photogravure and/or lithographic processes compared to today's digital printing. It is extraordinary how subtle colouring can so vary. Add to this the light-fastness or lack of it by the inks used in the printing process and you have yet another variation. What this means is important. We have to be mindful that a picture will vary in colour dependent on the viewing circumstances be that print or screen. We are viewing artwork in varied mediums and not a true comparison by siting variations together. It is clearly quite ridiculous to over-interpret the colouring subtlety of a printed picture when we do not have the original alongside to compare and therefore know the artist's actual intention.

How will my print be sent to me? Giclée prints are sent within a protective tube or flat in a sturdy reinforced flat card pack for you to present to your framer for fitting mountboard and/or frame.

An **ArtPrestige Closest Match Giclée print** will be the closest we can get to the subtlety of colour and detail of the original. Our Giclée prints are hand-made using archival inks lightfast for over 75 years. Each print is carefully produced to match the original artwork.

ArtPrestige Landscape
A2 GICLEE PRINT

ArtPrestige
A2 Size
Hand-Made
Giclée Print
Acid-Free
Paper

Artist
Signed

Selvedge
for cropping
when frame
fitting

Title - *The Lost Venetian Mirror*
Artist - *Leighton Charles*
ArtPrestige *Closest Match* **Giclée Print**
ArtPrestige Closest Match to Original
Print Size - *A2 (420 x 594 mm) Print Fitted Ready for Crop Framing to Order*
Signed by Artist - *On Front Selvedge*
Post Rolled in Protective Tube

ArtPrestige PayPal
CODE GPA2TLVM

ArtPrestige Closest Match Giclée Prnts available from the ART SHOP page at www.artprestige.gallery

Giclée Prints

PRESTIGE The Best Reproduction Available Today!

The word **Giclée** is derived from the French word 'le gicleur.' It's a relatively new process in which the fine art prints are made from a digital source using ink technology.

ArtPrestige *Closest Match* **Giclée Prints**
Best Possible copy of Original Art today.

We provide the two most popular sized Giclée prints:

A3 - 297mm x 420mm
A2 - 420mm x 594mm

SUCH PRINT SIZES ARE EASILY MOUNTED FRAMED READY FOR HANGING IN POSITION

We reproduce the original art by scanning the work using high resolution scanners ensuring the capture of every detail. We produce prints by hand on an Epson 8 colour printer using archival inks onto acid free fine art paper. Epson guarantee that the Giclée inks used will be unaffected by light for at least 75 years. Customers can choose between these two sizes and also either printing full to bleed as an option, or a border as shown, allowing the lower selvedge to **be signed and numbered.**

Giclée Print Alternative Sizes

The Giclée Print Service we provide has to be flexible as some original artwork is produced square or are sizes not easily accommodated into the two popular A3 and A2 formats. Also customers may wish to have a reproduction print going full to bleed without a border showing. These options are possible as any artist work shown on the **ArtPrestige website** is available to be printed by giclée inks and to a customised size.

Enquiries for customised Artists' work should be requested in writing and emailed to **enquiries@artprestige.co.uk**

A2 ArtPrestige Giclée Example

Giclée Prints

Printed onto a STRETCHED CANVAS

Example of an A2 Stretched Canvas with a 1cm rim. No Framing.

STRETCHED CANVAS

In addition to Closest Match Giclée Prints onto Acid Free Paper we at ArtPrestige also provide a stretched canvas service for those wanting a frame-less finish. The Stretched Canvas has a 1cm rim all around and can be displayed immediately without framing.

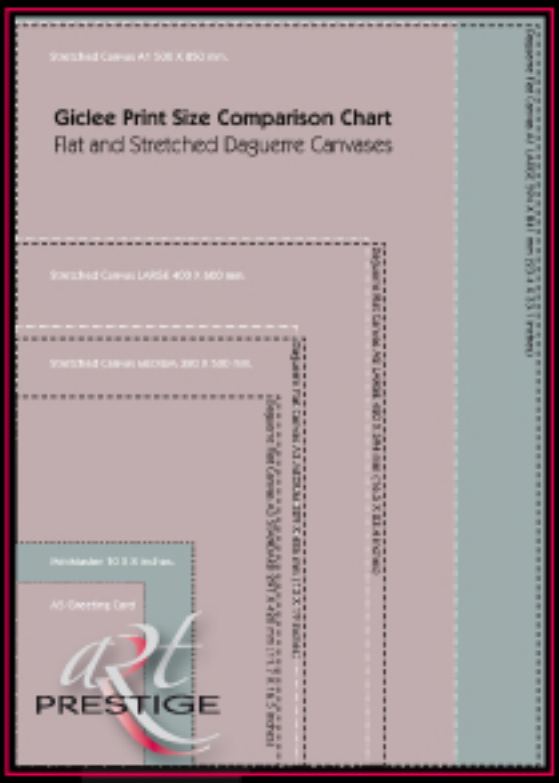
Giclée
Flat & Stretched Canvases

Giclée Prints

This chart shows the available Giclée print sizes. There are two canvases.

1. **The Flat Canvas** which the customer takes to a picture framer for framing. These sizes are indicated by a black dotted line.
2. **The Stretched Canvas** which is printed with a 1cm rim all around meaning it could be hung without a frame indicated with a white broken line.

Giclée Print Size Comparison Chart



Giclée Print Price Matrix

The Giclée Print Price Matrix

Shows the current ArtPrestige price chart for Giclée canvas prints.

If you are interested in our Giclée Prints onto canvas option (Flat or Stretched) please refer to the charts shown here and then forward your request quoting **The Art Title, Code Number** if known and the **PayPal Code** from the matrix by Email to

enquiries@artprestige.co.uk

templateltd — **ArtPrestige Shop**

Buying **Leighton Charles Prints** using PayPal

Please use the Code for the particular size and type of print you are wanting to buy

PayPal CODE		Print PRICE	U.K. POSTAGE	PayPal TOTAL
FCA3	Flat Canvas Giclée Print A3	£35.00	£4	£39.00
FCA3P	Flat Canvas Giclée Print A3 (Plus)	£45.00	£4	£49.00
FCA2	Flat Canvas Giclée Print A2	£55.00	£4	£59.00
FCA1	Flat Canvas Giclée Print A1	£125.00	£4	£129.00
SCA3	Stretched Canvas Giclée Print A3	£65.00	£4	£69.00
SCA3P	Stretched Canvas Giclée Print A3 (Plus)	£95.00	£4	£99.00
SCA2	Stretched Canvas Giclée Print A2	£125.00	£4	£129.00
SCA1	Stretched Canvas Giclée Print A1	£145.00	£4	£149.00
MM	Mini Master Giclée Print (10x8)	£80.00	£4	£84.00
GC	A5 Greeting Card	£8.00	£1	£9.00
LP	Lithographic Print	£80.00	£4	£84.00

Postage Rates: EUROPE £6 P&P **USA and Canada £7.50** P&P **Rest of the World £10.00** P&P

FLAT CANVASES require Framing
STRETCHED CANVAS
Do not require a Frame

ArtPrestige online Gallery www.artprestige.gallery www.artprestige.co.uk

ArtPrestige - *Listing Art every week on eBay*

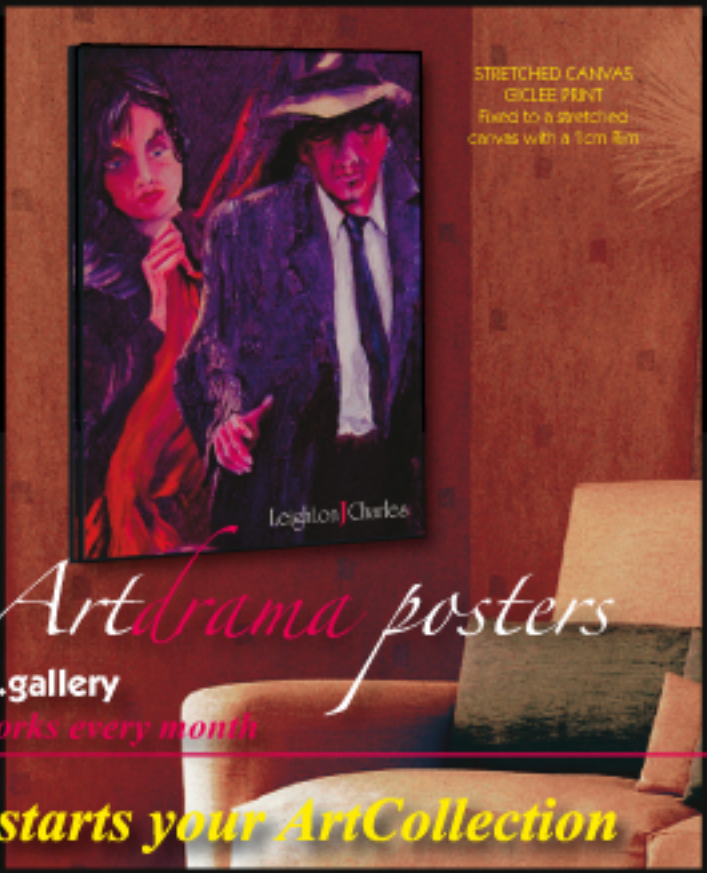
www.artprestige.gallery

The ArtDrama Poster

This is a great idea of creating dramatic posters or canvases from our artists' work. Drama is irresistible and we can easily create it using today's digital technology. Detailed cameos from Original Paintings created Digitally and Designed for such dramatic effect make for a truly fabulous New Art Form

ArtDrama Posters or Canvases are made digitally and Giclée printed on stretched canvases or highest quality artpaper to form a poster appearance. There is a 1cm rim around the canvas type whilst the paper posters are ready for framing.

See the ArtPrestige selection of the most stunning paintings from **Leighton Charles.** Film Noir, Portraiture studies and/or the Venetian Series of atmospheric images.
Visit the ArtPrestige website for a spectacular collection of Art Drama Posters or Canvases.



www.artprestige.gallery

ArtDrama new works every month

And ...so starts your ArtCollection

ArtPrestige art online for Art Collectors. Check the weekly / monthly listings of art online **www.artprestige .co.uk** Visit **ArtPrestige eBay** weekly listings to see the artwork offers.

Turning Prints into Art

www.artprestige.gallery

ARTIST PRINTS

ORIGINAL ARTWORK
Artist's Original Paintings
GICLEE PRINTS
Closest Match Giclée Prints
ARTIST PRINTS
Artist's Approved Digital Prints
LITHOGRAPHIC PRINTS
Traditional CMYK Printing
ARTDRAMA POSTERS
Digitally Enhanced Images

How it works...

sold on ebay *auction site*

Search our eBay list
Buy your Artist Print with PayPal
When your print arrives...
Choose a MountBoard & Frame
Arrange Your Picture Display

...so starts your ArtCollection

ArtPrestige have developed the format of selling art online. It's simple to visit ArtPrestige gallery sites to check their weekly/monthly listings of amazing art. Visit the **ArtPrestige eBay** listings weekly to see our membership work. **The ArtPrestige Gallery** directly available at **www.artprestige.gallery** providing original affordable art for collectors. Thank you.

ArtCollectors - *Listing Art every week on eBay*

Affordable and Beautiful Art is easy to buy with ArtPrestige Online

www.artprestige.gallery

PRESTIGE *ARt* **ORIGINAL**

How it works

ArtPrestige membership is represented every week, every month on the main website at **www.artprestige.gallery**. Also, we have a weekly listing on auction site **eBay**. The perfect way for serious art collectors to add to their collections.

Originals - Many original art paintings, drawings and ACEO cards listed which can be fixed with mountboard and framed giving you a great sized painting to display.

Artist Prints - Lithographic Prints - Limited Editions, Artist Proofs and/or Special Digital Prints for purchase and then framing.

ArtDrama Posters - This is a great idea of creating very dramatic special **posters** from our original artist member's work. They are fabulous and very different!

sold on ebay *auction site*

GICLEE PRINTS
Closest Match Giclée Prints

ARTIST PRINTS
Artist's Approved Digital Prints

LITHOGRAPHIC PRINTS
Traditional CMYK Printing

ARTDRAMA POSTERS
Digitally Enhanced Images

ORIGINAL WATERCOLOUR

Set into mountboard and framed

It's so Easy ....to start being an Art Collector

www.artprestige.gallery

New Artworks every month

...so starts your ArtCollection

ArtPrestige have developed the format of selling art online. It's simple to visit ArtPrestige gallery sites to check their weekly/monthly listings of amazing art. Visit the **ArtPrestige eBay** listings weekly to see our membership work. **The ArtPrestige Gallery** directly available at **www.artprestige.gallery** providing original affordable art for collectors. Thank you.

ArtCollectors - *Listing Art every week on eBay*

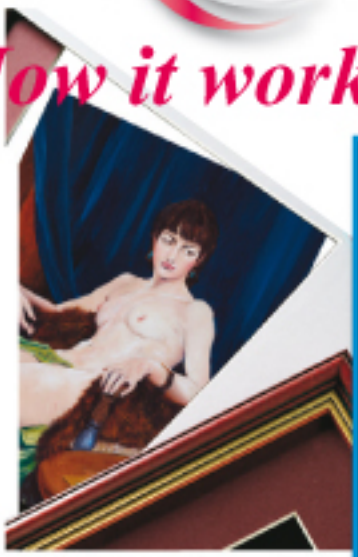
Affordable and Beautiful Art is easy to buy with ArtPrestige Online

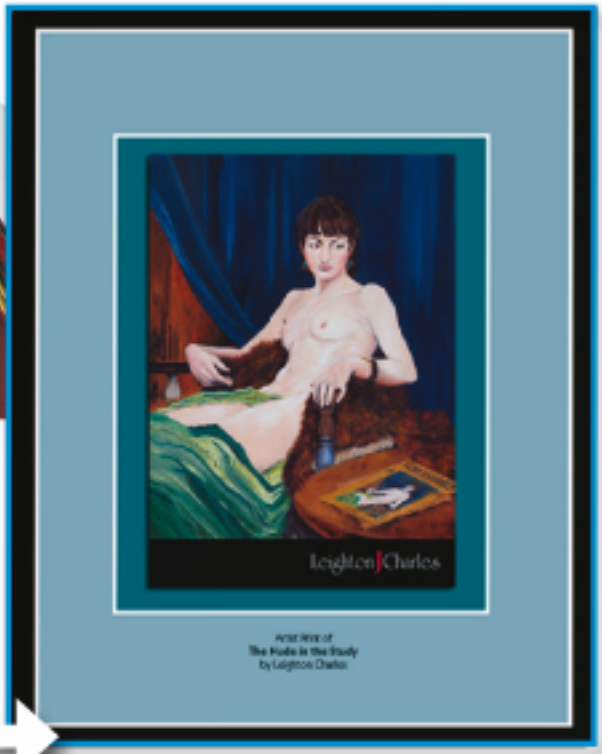
www.artprestige.gallery

PRESTIGE *ARtist* **PRINTS**

How it works

Buy an ArtPrestige
Leighton Charles Print
online or from eBay





ArtPrestige **ARTIST PRINT**
Set with mountboard and then Framed

Artist Prints are printed digitally. These are better than prints from yesteryear. (Please see our PRINTS Page 9). Highest Quality Artist Prints are a very modern way to collect art. The ArtPrestige Gallery design the prints at a popular price point. Artist approved high quality prints on quality artpaper. Post Rolled in a protective tube.

ArtPrestige Gallery

sold on ebay *auction site*

...*so starts your ArtCollection*

ArtPrestige have developed the format of selling art online. It's simple to visit ArtPrestige gallery sites to check their weekly and/or monthly listings of amazing art. Visit the **ArtPrestige eBay** listings weekly to see our membership work. **The ArtPrestige Gallery** directly available at **www.artprestige.gallery** providing original affordable art for collectors every month. Thank you.

ACEO Artist's Trading Cards

Great way to collect Affordable Art!

All Sorts of Cards

Artist trading cards (or ATCs) are miniature works of art about the same size as modern trading cards or business cards ***with a standard size of 2 1/2 by 3 1/2 inches (64 mm × 89 mm)*** small enough to fit inside card-collector albums with pockets, sleeves or sheets.

The ATC movement developed out of the mail art movement and has its origins in Switzerland. These Art Cards are produced in various media, including dry media (pencils, pens, markers, etc.), wet media (watercolor, acrylic paints, etc.), paper media (in an art form of collage, papercuts, found objects, etc.) or even metals or fibre. The cards are traded or exchanged. When sold, they are usually referred to as **Art Card Editions** and **Originals (ACEOs)**.

The ACEO History

M.Vinci Stimemann credited with popularising the modern artist trading card in 1996 holding live trading sessions in Zurich, Switzerland. This resurgence of interest in the cards spawned the **ACEO (Art Cards, Editions and Originals) movement.**

Michael Leavitt's Art Cards, hand-painted small portraits of artists, replicated baseball trading cards in style and the format. Subjects were drawn from various genres, including artists like Vincent van Gogh, Bob Ross, Jackson Pollock, and Michael Jackson. Limited editions were hand-packed in wrappers with bubble gum.

An earlier example, in 1991, Cleury Champion first sold his cards through the catalogue of **Experiment**, avant-garde magazine. Cleury Champion's most recognized cards were playing cards & experimental poems of John M. Bennett rubber stamped on the face.

Artist cards are a great way to collect Affordable Art.

ArtPrestige sell ACEO cards both printed and original artworks regularly on eBay.

A selection of ACEO cards by ArtPrestige membership as sold on eBay.

ARTIST TRADING CARDS
2.5 X 3.5 inch (64 x 89mm)
ART CARD EDITIONS AND ORIGINALS (ACEO)
2.5 X 3.5 inch (64 x 89mm)
Plus 5 x 7 inch (127 x 178mm)
ARTIST STANDARD CARDS
Artists 'Personal Choice

Artist trading cards, or ATCs, began in the tradition of business cards, but with a personal, artistic twist. Most ATCs are created on paper, but they may also be any other medium that can be worked in a suitable size. ATCs are traditionally the size of baseball cards and other trading cards. A fun way to exchange your own one-of-a-kind artistic flair with other artists you meet. You can also use them as business cards.

ACEO: Art Cards, Editions and Originals

An offshoot of artist trading cards are Art Cards, Editions and Originals (**ACEO**), which originated when some artists began to create cards to sell, in addition to trading among themselves. Many ACEOs are sold on internet auction sites, such as eBay. As stated ACEOs may be small yet original works of art, or editions of small prints.

The interest in **Artist's Trading Cards** has developed to include an array of different sizes now being available. The origins of this format are steeped in the **2.5 x 3.5 size** but today we find almost anything goes and can be described as Artist's Cards. **The ArtPrestige Gallery** are supporting this development providing original affordable art for collectors.

Portrait Commissions
Lectures on Portraiture
Painting Exhibitions
Live Portrait Demonstrations

PortraitureToday

PORTRAITS OF FAMILY MEMBERS

OFFICIALS of OFFICE

STATESMEN & WOMEN

CELEBRITIES

ARISTOCRACY

PRESTIGE

ArtPrestige Ltd
enquiries@artprestige.gallery
www.artprestige.gallery

Portrait of Mireya
by Leighton Charles

The Artist's *Philosophy*

Portraiture
I love portraiture and finding the very best image, most realistic, most appropriate and rewarding of the subject. I think with portraiture I am looking for two things:

A likeness so real that you believe the person is actually there and the most interesting and memorable portrayal of the subject.

Realism
I believe in painterly realism and regard the capturing of a realistic likeness the most challenging task for any artist. I adore portraiture throughout the history of art. For me it is today as it was centuries ago, the ultimate test of artistry. I want that portrait so real that you'll believe the person to be alive in front of you. I admire painters from earlier periods that rendered the most difficult subjects and textures in this way. My favourites.....

Jean Auguste Dominique Ingres 1780 - 1867 - Harrington Mann 1864 - 1937 - George Spencer Watson 1869 - 1934 - Ambrose McEvoy 1878 - 1927 - Sir Oswald Birley 1880 - 1952 - and a hero, Sir Herbert James Gunn 1893 - 1964.

Characteristics
Everyone has a certain look that we know as dominant, it is often how we think of them. We know the person in this way and it is what I describe as their look. Some people talk of seeing someone's personality in people's eyes or character in a stare or demeanour. Obviously all of these features become relevant in the construction and composition of a portrait painting and we need to assess all features to find the definitive look.

Painterly Magic
If we accept that a realistic likeness is achievable is that enough? Maybe we want to introduce a little bit of magic that tells us more about the person? For example it could be a prop that is associated with the subject because of a hobby, a belief, an achievement or their career history. I do believe that artists appraise the world differently from most and that it is possible that we can suggest an image from identification of characteristics not easily seen by others. For example in the case of one particularly glamorous lady's portrait, a more interesting picture was a serious study reflecting the struggle of coping with a troubled life. It was the same glamorous lady but with a much stronger statement being made to quite wondrous effect. I adore the whole process of finding the very best image of a sitter. For me the portrait artist is the true master.

ART PRESTIGE

ArtPrestige Ltd
Online Art Gallery
enquiries@artprestige.gallery
www.artprestige.gallery

Leighton J Charles

PLANNING MEETING

Firstly we have a customer that requires a portrait painting and has an idea of the picture that they are hoping for. It may be that a particular display position is already anticipated / prepared and thus the size of the finished picture is pre-determined.

Preparation Meeting

A planning meeting makes eminent sense for all participants. The first question is usually will we be working from life or photography? Working from existing photographic reference is popular today subject to the quality of that photograph. If it is impossible to work from the reference material then a new photograph would be required. If we are working from life is it realistic for the subject to travel to a studio or is the artist expected to work outside of his studio? Do we arrange a photographic study or is there already a photograph of the subject that a client wishes to use? What sort of portrait does the customer envisage?

The usual questions are: Is the mood to be formal or informal, dress smart casual, stately, relaxed, active, stationary, thematic, imaginary etc. What is the clothing to be worn by the subject? What will the background be and where will the painting eventually be displayed or hang?

The Function of the Portrait

The purpose of the portrait might be a special gift, a family member portrait, a business portrait, an Official State Portrait, a memorial portrait or a celebratory occasion or tribute celebrity picture. This might affect the timing and/or work schedule.

The Size of the Portrait - Favourite portrait size is life-size or near life-size.

Head and shoulders - (Possibly 24 x 20 inches)

Large Head and Shoulders, upper torso - may include hands - (Possibly 30 x 24 inches)

Head, shoulders down to waist - (Possibly 30 x 24 inches)

Including hands (basic three-quarter length) - (Possibly 36 x 30 inches)

Larger three-quarter length - (Possibly 40 x 32 inches)

Full Length - (Possibly 90 x 46 inches)

Almost all adult human head sizes fall somewhere between 8 and 10 inches (20 - 25cm) and the artist **John Singer Sargent** had a rather general rule that head size should be 'The size shown by the calipers minus half an inch.' In an official portrait however the head size may be as large as 10 inches (25cm) to suggest heroic qualities. These are traditional standards, of course and always the customer can determine the portrait and canvas size.

Practicalities

Dependent on the size and complication of the portrait will be the time it takes to produce a finished painting. A complicated background will add much studio work to the overall time. In view of the many variations of each portrait an estimate is prepared based on the agreed criteria. Any changes to the original agreement may then trigger a re-assessment of estimate. There are so many variables to a portrait painting but we endeavour to be exact in our quotations so that all parties know where they stand. **Studio work can be charged out by the hour so an estimate of the hours-required to fulfill the chosen criteria should provide a fairly accurate quotation.** Additional expenses might accrue if the artist is to travel to locations for planning meetings, preliminary sketches, actual painting etc. All portraits are subject to a 40% deposit being paid following initial agreement before commencement of the work.

Customer Satisfaction by Stage Development

Portraiture is commissioned on a simple stage development basis in which the customer approves and signs off each stage of the process making sure that client satisfaction is paramount. Also ensuring that all portrait customers remain in the loop from start to finish.

Stage One - Planning Meeting

FORMAL ☐ INFORMAL ☐ STANDARD ☐ IMAGINATIVE ☐ FRONTAL ☐
THREE QUARTER ☐ PROFILE ☐ LIGHT ☐ SERIOUS ☐ GENERAL ☐ HANDS
PROPS ☐ BACKGROUND ☐
SIZE OF PAINTING _____
HAIR STYLE _____
CLOTHES _____ ACCESSORIES _____
HANDS _____ PROPS BACKGROUND _____
LIGHTING _____ SHADOW _____
DRAMA _____ COLOURS _____
EXISTING PHOTOGRAPHY _____ NEW PHOTOGRAPHY _____
STUDIO WORK _____ LOCATION WORK _____
ESTIMATED STUDIO HOURS REQUIRED _____
PRODUCTION TIMESCALE _____

AGREED SIGN OFF

Stage Two - Preliminaries

The Artist creates the photographic reference if required and originates draft sketches and drawings from the agreed planning meeting. A working drawing and portrait is proposed for the customer's consideration. Customer agrees the draft portrait and artist quotation. Final considerations include copyright issues, publicity and ownership of reproduction rights etc. Customer pays a 40% deposit and signs off the second stage development.

AGREED SIGN OFF

Stage Three - Artist Begins the Real Portrait Canvas

The underpainting composition with tonal considerations is commenced. Layers of construction are underway creating a stage three finish for purposes of agreement. Customer has opportunity for late ammendments and subtle changes. Once agreed the customer approves the third stage draft for completion to finished portrait.

AGREED SIGN OFF

Stage Four Completed Portrait

The picture is worked up to a finished portrait by the artist. Customer approves the finished portrait and settles the fee balance. Framing of the picture, crating if required and delivery considerations are additional and subject to agreement.

AGREED SIGN OFF

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OnLine Gallery- www.artprestige.co.uk - www.artprestige.gallery - Email: enquiries@artprestige.co.uk

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OnLine Gallery
www.artprestige.co.uk
Email enquiries@artprestige.co.uk

PORTRAIT CONTRACT AGREEMENT

Made as of the day of , 20 between **ArtPrestige Ltd** the OnLine Writers and Artists Agency and Art Gallery (representing the Traditional Portrait Artist **Leighton James Charles**) and the Customer with addresses at

The customer agrees to commission the ArtPrestige member artist **Leighton James Charles** to create an oil-painted portrait of

as agreed and subject to the fulfillment of the declared draft sketch supplied by the artist at the Stage 2 preliminary development meeting. The agreement is subject to a 40% deposit paid by the customer as a declaration of intent and approval of the proposed portrait. The terms and conditions of the proposed portrait as agreed at the Stage 2 preliminary meeting are binding on both parties.

An estimation of the studio hours required to fulfill the contract is hours.

which equates to a Portrait Painting cost quotation of £

This quotation may be subject to additional on-costs which may arise, (unforeseen circumstances, changing attire, reviews of style, second thoughts and/or new preferences). Alterations or additions that create on-costs to be limited to 10% of the original quotation.
The quotation does not include expenses chargeable which may incur (such as travelling to locations, accommodation (if necessary), additional research and/or new photographic reference materials) all of which must be identified by the artist before commencement of work and must be agreed with the customer. The artist will endeavour to fulfil the exact customer's requirements as identified per the initial stage planning agreements and set down in the provided Preliminary Draft.
The Preliminary Draft is the blue-print upon which the portrait is painted to a finished standard.

I hereby agree to the terms and conditions as set out in this **Portrait Contract Agreement** above

I submit a 40% deposit amounting to £ for the purpose of commissioning

Artist Leighton J Charles to prepare and paint a portrait, size and subject and timescale agreed in the Stage Development Process with ArtPrestige Ltd subject to the terms and conditions as stated in the complete Portraiture Today booklet including acceptance of the copyright protection rules.

Signed
Date
Commissioning Name
Address
Witness

Signed
Date
ArtPrestige Ltd
Preston Lancashire
Witness

All deposits and/or cheques, increments, emoluments payable to ArtPrestige Ltd.
The terms and conditions of this agreement shall be lawfully binding and subject to English contract law.

ArtPrestige *Copyright of original artwork including Portraiture*

Much of the information here has been adapted from information found on the official website of the U.S. Copyright Office. Copyright is a form of protection provided by the laws of the United States (Title 17, U.S. Code) to the creators of "original works of authorship," including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available for both published and unpublished works. **Section 106 of the 1976 Copyright Act** generally gives the owner of copyright the exclusive right to do and to authorize others to do the following:
To reproduce the work in copies or phono records;
To prepare derivative works based upon the work;
To distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending;
To perform the work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, motion pictures and other audiovisual works;
To display the copyrighted work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work; and
In the case of sound recordings, to perform the work publicly by means of a digital audio transmission.
In addition to copyright, certain authors of works of visual art also have the rights of **attribution and integrity** as described in **Section 106A of the 1976 Copyright Act.**

It is illegal for anyone to violate any of the rights provided by the copyright law to the copyright holder.

Who Owns Copyrights? Copyright protection subsists from the time the work is created in fixed, tangible form.
The copyright in the work of authorship immediately becomes the property of the author who created the work. Only the author or those deriving their rights through the author can rightfully claim copyright. The ownership of a book, manuscript, painting, or any other work does not give the possessor of that work its copyright. The law provides that transfer of ownership of any material object that embodies a protected work does not of itself convey the copyright or any interest in the copyright. This remains in the possession of the creator and is often referred to as the **underlying artist's copyright**, distinct from the physical object which embodies it. Any or all of the copyright owner's exclusive rights or any subdivision of those rights may be transferred to another party, but the transfer of exclusive rights is not valid unless that transfer is in writing and signed by the owner of the copyright or such owner's duly authorized agent. Such transfers are comparatively rare in the U.S. and are almost never knowingly engaged in by European artists.

ArtPrestige Writers and Artists, Portraiture and the **Laws of Copyright**. **What is Copyright?**
A bundle of intangible rights, granted by statute to the **author or originator** of literary or an artistic production, whereby, for a limited period, the exclusive privilege is given to that person (or to any party to whom he or she transfers ownership) to make copies of the same for publication and sale. A copyright is a legal device that gives the creator of a literary, artistic, musical, or other creative work the sole right to publish and sell that work. All Copyright owners have (by law) the right to control the reproduction of their work, including the right to receive payment for that reproduction. An author may grant or sell those rights to others, including publishers or recording companies. Violation of any copyright is called infringement. Copyright must always remain with the author or artist that created the original work of art.

In the case of **portraiture** the copyright must still remain with the artist. In practical terms this merely safeguards the artist 'right' to reproduce the image in print or digital form for the purposes of further advertising or promotion of his services. Portraits are mostly highly personal images and therefore the reproduction value is limited; however there may be occasions where portrait images (particularly themed settings) are required for book illustrations, displays or reproductions - particularly in the case of famous artists. In each and every case the **copyright must remain with the artist** originating the portraiture artwork.

This protection need not concern customers and clients for portraiture.
The laws of copyright apply to every creative process by artists and artisans worldwide and have done since 1710. It is essential in these mass-media multi-communication times that the individual artist is protected from the exploitation of their creative originality.

ArtPrestige Ltd.
OnLine Art Gallery - www.artprestige.co.uk - www.artprestige.gallery - Email: enquiries@artprestige.co.uk

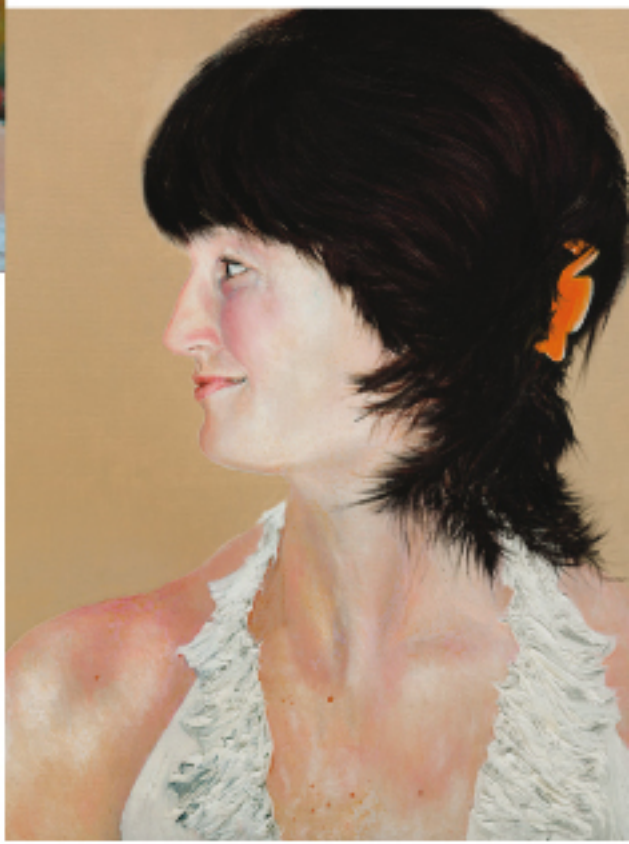
Leighton J Charles

In times past Traditional Portraiture was important as a means of recording a likeness for posterity. And obviously these were days before the invention of photography. Today we look for more than likeness from the painted portrait for the continuance of the portraitist skill. Portraits now can be impressionistic, cartoonist or even abstract. The real essence of the painted portrait remains the study of character, the likeness of image and the composition. ArtPrestige believe in the breathtaking realism with the striking composition of a **Leighton Charles portrait** which replicates the Old Master's techniques of likeness and truth in representation.

Lady Esther Worsley
by Leighton Charles

Style Realism
Medium Oil Painting
Artist Leighton Charles

The absolute Master of the Realism with techniques borrowed from the Classic Painters of earlier centuries. A **Leighton Charles portrait** is the most exclusive gift in the world



Profile of Mireya
by Leighton Charles

Portrait Framing

ArtPrestige Ltd in association with **Leighton J Charles** can provide framing advice and arrange to demonstrate suitable framing choices for the customer. We can advise, select and frame the portrait for the client. Obviously subject to on-costs in addition to the agreed portrait cost. Alternately the client or customer may take possession of the unframed portrait from this stage.

Portrait Painting Delivery

ArtPrestige undertake to supply the portrait in perfect condition to the customer. We prefer, in the UK, to personally pack and deliver the portrait subject only to the reimbursement of actual costs. Obviously delivery costs vary dependent on the client locations or delivery addresses, but in each case we endeavour to **personally deliver** the finished portrait at cost only.

Crating and Shipping Worldwide

We undertake commissions from all over the world and therefore have in place arrangements for the **crating, shipping and delivery to destinations world-wide**. We will attempt the transportation of portraits and paintings for customers worldwide subject to the various customs regulations, import taxes and unforeseen delays sometimes related to overseas countries etc.
In the case of Overseas clients ArtPrestige Ltd undertake a **Delivery Audit Report** that is prepared and agreed by the client before the commencement of portrait work.

Portraiture Today

This ArtPrestige Guide and supplement **Portraiture Today** outlines the practicalities of commissioning and painting a portrait today. It is hoped that we have explained, allayed fears and encouraged customers to consider commissioning portraiture with us. Our professional approach, and that of our artists, coupled with the client protective stages of the paintings' development should ensure customer satisfaction.

ArtGuide
ArtPrestige Ltd
Art Buyer's GuideBook
Collectors & Connoisseurs
Portraiture Today

ART PRESTIGE

Represent selected Writers, Artists and Artisans
Sell works of Art Every Week on eBay and Websites
Commission the most stunning Portraits by Leighton Charles
Engage with Art Collectors, Connoisseurs and Art Lovers

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