

Pricing artwork:
Inspired by artquest.or.uk and mycake.org

For many visual artists, pricing artwork is often as difficult as making it in the first place.

It is important to remember that, in line with much of the knowledge within the visual arts, there are no right answers or standard formula for pricing your work.

There are, however, lots of formulas and systems which may be of help; at the end of the day, you should be satisfied with the prices you set.

When considering what price range to put your work in, it's worthwhile to consider your own research and thinking about your own price range.

There is no guide to price your work as there are too many variables to consider in each artists' practice.

Below are two examples of artists reasoning for pricing:

"...I have always felt that to command a strong position in the Arts one must set one's stall out right from the start. Putting a confident and strong price on one's work is a statement of intent. It goes without saying that this price shouldn't seem arrogant or enormously inflated. This way the public are immediately aware of your ambitions and a positive perception is created from the start.

"...When I first started I increased my prices every year. I did this because I wanted to show that the work collectors had bought was increasing in value, also simply because I needed more return from each piece. This increase in price was in conjunction with more ambitious work and higher quality pieces. Eventually increasing the price in this way has to curve out, but it was important to do it methodically but never too aggressively."