

# We're Glad You Asked!

## Q. What items will be sold in the gallery?

A. We sell a wide range of media from local and regional artists, including a mix of fine art (e.g., *paintings, sculptures, bronzes, works on paper and photography*) and functional pieces (e.g., *jewelry, pottery, baskets, glass, and fiber*).

## Q. How will items be sold?

A. On a consignment basis with 60% going to the artist and 40% to the gallery.

## Q. How long will my artwork be consigned?

A. The length of time is predicated on consigner preferences and space availability in the gallery.

## Q. What criteria is used in the selection process?

A. Gallery staff and volunteers make selections based on quality, uniqueness, and price point. A preference is given to artists residing in Berryville and Clarke County.

## Q. Who staffs the gallery and what are the hours of operation?

A. The gallery is staffed by a cadre of dedicated volunteers and two part-time employees. The gallery is open Tuesday through Saturday. Check the website for hours of operation.

## Q. How does the gallery boost traffic and sales?

A. It hosts exhibits and demonstrations in the gallery throughout the year using multi-channel marketing to attract visitors and sales. It creates small shows to "tag on" to events occurring in the area, to attract those visitors to its door. Finally, it exhibits and sells selected artwork off-site at other locations and events in the area. Traffic boosting initiatives include print promotion via window displays and broad scale poster distribution; feature stories on the gallery's website; press releases to local and regional print and electronic news media; eblasts and mailings to customer and prospect databases; postings of photos and comments on the gallery's Facebook page.

## Q. I'm interested! What's next?

A. Fill out an application. You'll find one online at [firehousegalleryva.com](http://firehousegalleryva.com) Or pick one up at the gallery the next time you're in town. Thanks!

**We look forward to hearing from you soon.**



### Contact us:

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