A person wearing a black cap, a dark jacket, and black pants is walking across a large, flat, light-colored floor. They are carrying a white tote bag with pink text that reads "I'D RATHER BUY ART THAN FOOD". The floor is covered with a large-scale artwork made of various colored powders or sands, including red, white, and brown, arranged in abstract shapes. The background is a plain, light-colored wall.

ART SY

# The Artwork Listing Guide

HOW TO OPTIMIZE YOUR ARTWORK LISTINGS FOR PURCHASE

# What's Covered

## OVERVIEW

— Anatomy of a Compelling Listing 4

## THE DETAILS

— Images that Build Confidence in Buyers 6

— The Importance of Storytelling 7

— Artsy Classification 101 8

# Overview —



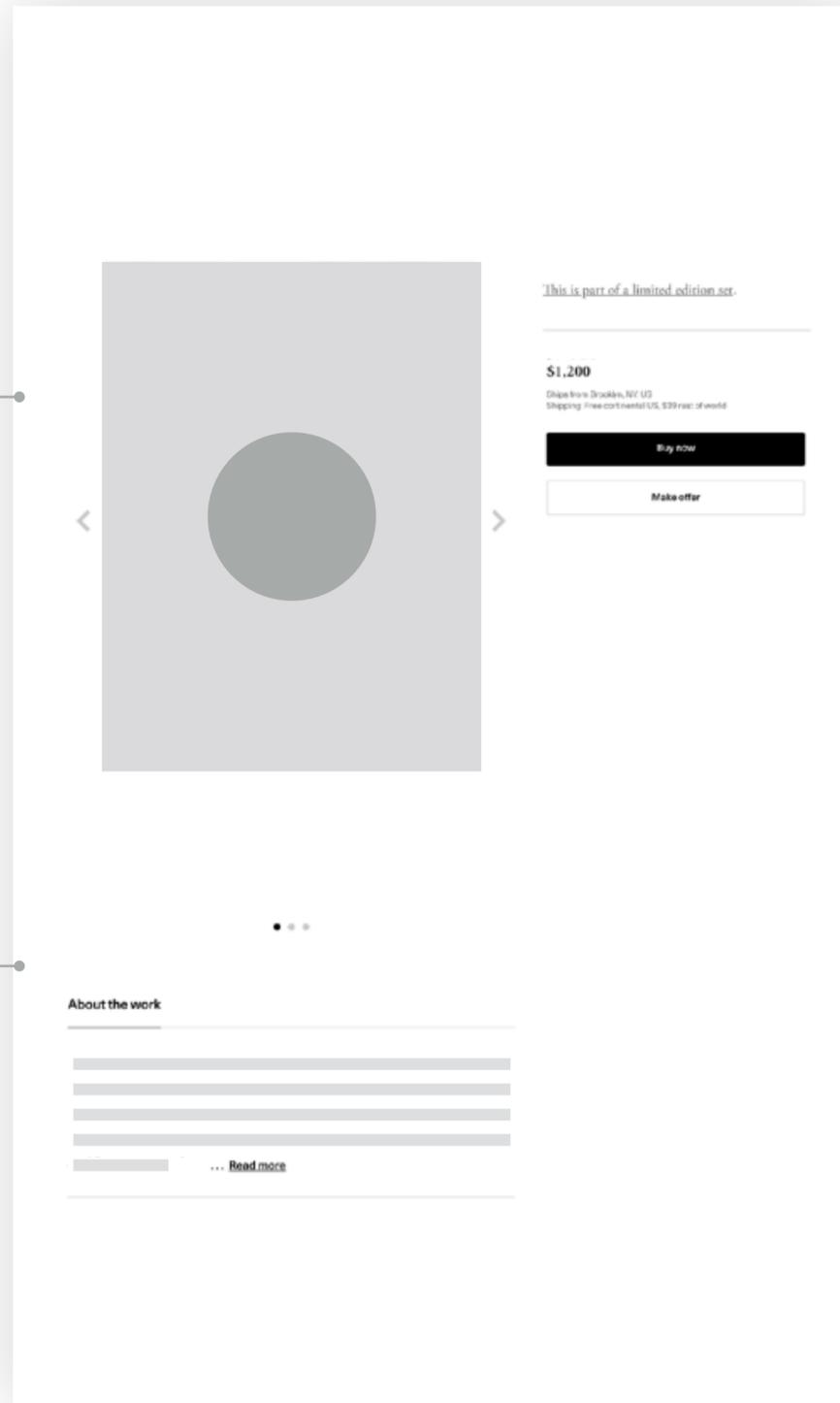
# Anatomy of a Compelling Listing

## UPLOAD MULTIPLE HIGH-QUALITY IMAGES

Capture collectors' attention with clear, high quality images. Images that reveal details about the work—like texture, scale, and color—help collectors purchase with confidence. Artsy recommends uploading at least three photographs for all commercial listings using Buy Now and Make Offer selling options.

## TELL A COMPELLING STORY

The description area is a great opportunity to tell a compelling story to prospective buyers. If you're wondering where to start, think about what you might say to someone who walked into your gallery and inquired about this work. We recommend keeping descriptions to 100 words or less.



## USE ACCURATE CLASSIFICATION

Accurate classification provides collectors with crucial information they need to make a purchasing decision. Additionally, your work's metadata helps power Artsy's search algorithm. Your work's classification will ensure that collectors can easily find exactly what they are looking for when browsing on Artsy.

## PRICE WORKS COMPETITIVELY

Collectors often evaluate many works across Artsy and may even consult other resources (past auction prices or other online art sites) before deciding to purchase. Works with competitive prices are more attractive to prospective buyers.

The Details —



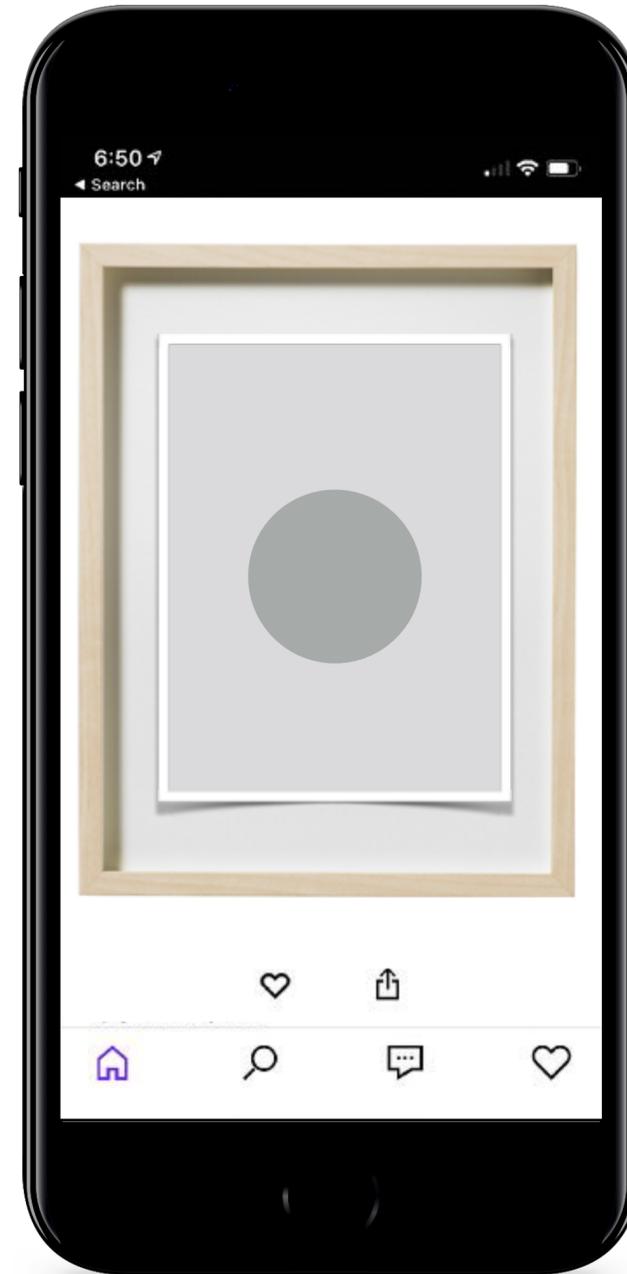
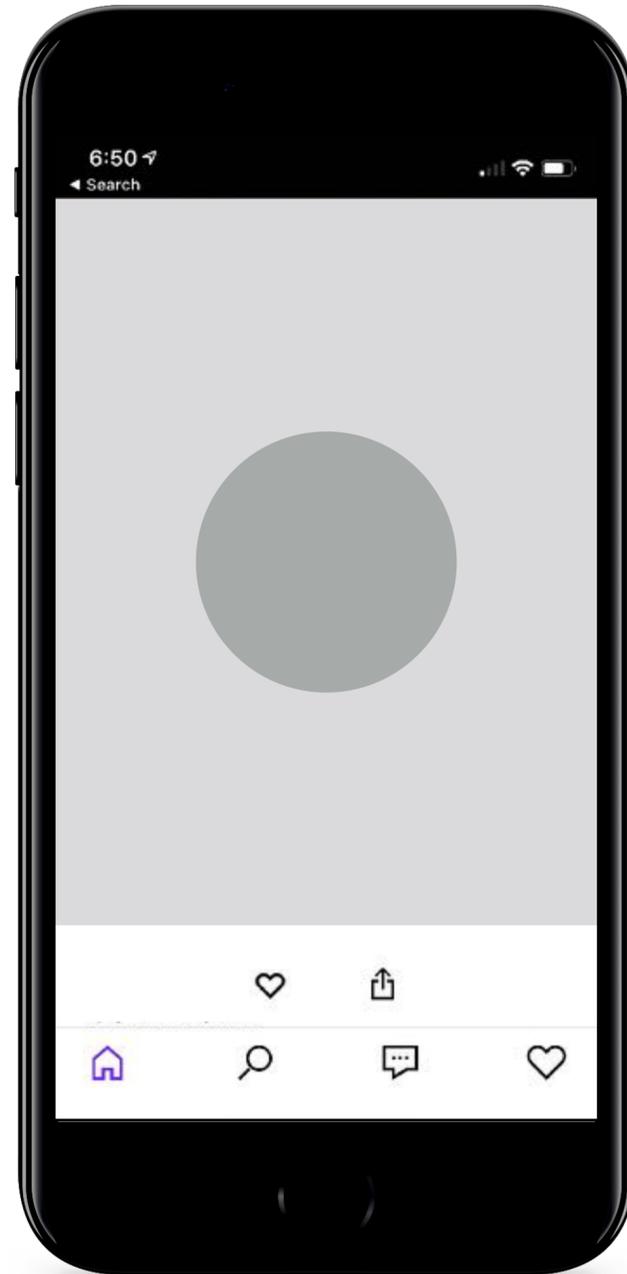
# Images that Build Confidence in Buyers

Seeing detailed images of a work gives Artsy collectors more information and more confidence to buy your work.

We advise having at least three images of a work, showing multiple angles, signatures, edition number, verso, and work details. Consider taking a photo of the work in context of a room with other objects around it to understand size.

Note that using images of a different work—even if it's a similar work or print from the same edition—render the listing inaccurate and may be unpublished by Artsy.

With more images, collectors know exactly what to expect when they receive the work from you.



# The Importance of Storytelling

When collectors walk into your gallery, what do you say to spark their interest about the work? Chances are you've already discovered some successful hooks.

Museum researchers have found that visitors lose interest in wall labels after 150 words. To keep collectors engaged, we've found it's best to even aim for 100 words or less. Consider leaving out any details that collectors can already find on the artwork page, such as the edition number, size, medium, or artist biography. See examples and our full guide to storytelling [here](#).

## TOPICS TO CONSIDER

Try using some of these ideas when writing your next description.

- Highlight an artist's quote about the work
- Explain the meaning of the work's title
- Tell the story behind the subject matter
- Provide insight into the artist's market
- Describe the artist's technique



# Artsy Classification 101

*Artsy offers seven classification types, which are available in a dropdown menu in the CMS artwork edit form. Here are Artsy's classification definitions to help you easily select the best option for your works:*

## UNIQUE

One of a kind piece, created by the artist.

## LIMITED EDITION

Original works created in multiple with direct involvement of the artist. Generally, editions are smaller than 150 pieces total.

## MADE-TO-ORDER

A piece that is made-to-order, taking into account the collector's preferences.

## REPRODUCTION

Reproduction of an original work authorized by the artist's studio or estate. The artist was not directly involved in the production of this work.

## EDITED MULTIPLE

Pieces created in larger limited editions, authorized by the artist's studio or estate. These works are not produced with direct involvement of the artist.

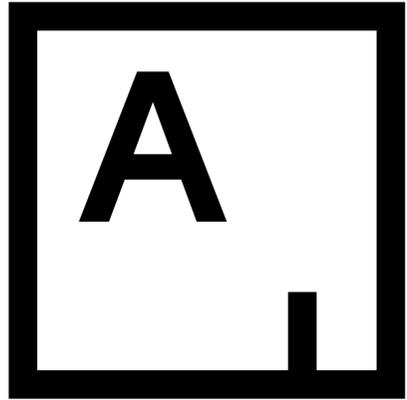
## NON-EDITED MULTIPLE

Works made in unlimited or unknown numbers of copies, authorized by the artist's studio or estate. These works are not produced with direct involvement of the artist.

## EPHEMERA

Items related to the artist, created or manufactured for a specific, limited use. This includes exhibition materials, memorabilia, autographs, etc.

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Questions?

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