

Artist's Contract Toolkit.

FROM THE ARTIST'S OFFICE

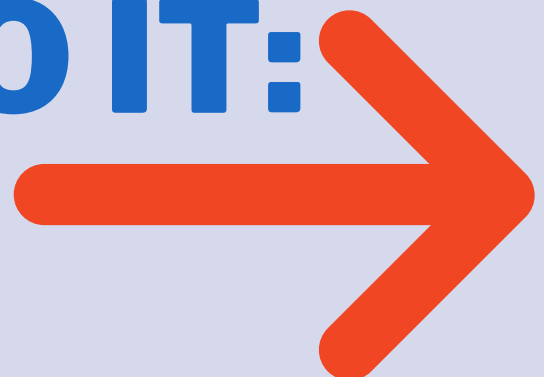
The **Fair Artist's Reserved Equity (FARE) Contract** is a free tool for artists to use when selling their artwork, that will allow for them to establish their rights and benefit economically from their work after it is no longer in their possession. This will be done through establishing a Resale Royalty Right as one of the primary terms of the contract. The contract allows artists to then select the terms which are most important to their concerns and practice.

This guide was created by Virginia Broersma (Artist and Founder of The Artist's Office) and Susan Schwartz (Artist and Attorney) to help artists:

1) Use the FARE Contract

2) Advocate for change within the art world

**HERE IS HOW
WE DO IT:**



THE ARTIST'S OFFICE

theartistsoffice.net

susanschwartzlaw.com

THE STEPS

1. ASK FOR A CONTRACT

The Fair Artist's Reserved Equity Contract (FARE Contract) is free to use. Familiarize yourself with the Contract and decide which terms are important to you. When someone wants to purchase your work, tell them that you use the Contract for all sales.



2. GIVE NOTICE

Make it known that your work is subject to the contract. Mention on your website and social media. Certify and Register your art on the Blockchain.

3. ENFORCE THE CONTRACT

If someone breaks your contract, hold them to it. Start by sending a letter. If that doesn't work, consider public callouts, seeking legal support, or disclaiming authorship of the work.



4. BUILD A COALITION

This project of changing the art world is a big one. Organize with artists, collectors and gallerists in your community to work on it together.



5. SPREAD THE WORD

Tell other artists about using contracts. Encourage them to do so. Tell people you are using the contract. Teach about contracts in your classes, talk about it on social media.



RESOURCES

Step 1: Access The FARE Contract*

*As of 11/16/2020, the FARE Contract is still being drafted. Watch for it's availability in January 2021

www.susanschwartzlaw.com

Step 2: Connect your work to the contract

Verisart (Artwork Certification) Blockchain

Registry:

<https://verisart.com/>

Step 3: Enforce the Contract

California Lawyers for the Arts

<https://www.calawyersforthearts.org>

Step 5: Build a Coalition

DIRT - View the Annotated Bibliography to Institutional Callouts and think about how you could organize a group of artists.

www.dirtdmv.com

Step 5: Spread the Word

Invite us to speak to your class.

Talk with other artists and your dealer.

Include us in your Social Media -

#haveacontract

tag @theartistsoffice

OTHER CREATIVE CONTRACTS (based on the 1971 Artist's Contract):

[Kadist's Contract to benefit Charitable Organizations](#)

[Curator Destinee Ross-Sutton's Contract for Say It Loud Sale](#)

[Artist Alex Strada's Contract to address gender inequities](#)

MORE ABOUT RESALE ROYALTIES:

[Europe's Resale Royalty Right](#)

[The Royalties for Artist's Coalition](#)

GUIDE FOR ARTISTS ON CONTRACTS:

A Surprisingly Interesting Book About Contracts:
For Artists & Other Creatives
by Sarah Conley-Odenkirk

NOTE:

This guide is being updated regularly as the project progresses. To receive updates, join the mailing list at:

www.theartistsoffice.net

THE ARTIST'S OFFICE

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