

# artsurprise

**V.I.P.**



**fast  
easy  
smart**

**Cash**



**direct €  
quick  
no risk**

**Trust**



**max €  
best cut  
flexible**

**A&V**



**special  
for audio  
and video**

Hand-out for artists

## **ARTSURPRISE is...**

... a social sculpture of the German-Spanish artist Juan Petry. The project started in 2011. The artist mounts refurbished vending machines for cigarettes in museums, galleries, exhibition halls and other art spaces like theatres. More than 200 artists from Europe are part of the project. The artists offer art under their own name in the same small format like a tobacco box. Everyone can join the project. The artist has to be born or working in Europe. Gallery owners, art agents, curators and exhibition organizers publish their own editions.

## **Facts...**

- > Point of Sales in Austria, Germany and Spain
- > more than 65 places
- > more than 200 artists
- > more than 23.000 works of art sold or in transit

## **The target of the project is...**

- > attention for contemporary artists and their work
- > developing new ways of publishing and distribution
- > cooperation and collaboration with institutions and art markets
- > promotion for European art and culture

ARTSURPRISE offers 4 ways of collaboration to the artists:

<b>V.I.P</b>	<b>Cash</b>	<b>Trust</b>	<b>A &amp; V</b>
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## **V.I.P.**

The artists presents high-resolution image files, audio or video data ready to use and store it online (drop box or similar). They offer this "digital" works as a series along with a statement.

All other steps (copying, laminating of photos, printing of statement notes (inserts), packing into boxes, labelling, shipping, and supplying the machines) are covered by helpers of the project. One series contains 120 copies and is published as a series under one particular art type. Possible art types are: Digital Art, Photography, Audio and Video.

Conclusion: With very little own effort the artists benefit from all marketing options of the project. They have no effort in production and distribution and present their work for free.

## **Cash**

The artists offer online a new series. After approval by the project manager, they produce 120 works of art according to the specifications of this manual. They send the art to the nearest collection point of the project.

All other steps (print statement notes, packing into boxes, labelling, shipping, and supplying the machines) are covered by helpers of the project. All art types are possible.

Conclusion: With very little own effort the artists benefit from all marketing options of the project and has no effort in distribution. They receive a payment of 120 Euro immediately upon receipt and inspection of the art.

## **Trust**

The artists offer online a new series. After approval by the project manager, they produce 120 works of art according to the specifications of this manual. They send the art - together with printed statements and optional with business cards to the nearest collection point of the project.

All other steps (packing into boxes, labelling, shipping, and supplying the machines) are covered by helpers of the project. All art types are possible.

Conclusion: With very little own effort the artists benefit from all marketing options of the project and have no effort in distribution. They receive 60 labelled boxes of their series immediately upon receipt and inspection of the art. The artists are free to sell the boxes at any chosen price. With this option, the artists determine the income from the series themselves. The remaining 60 boxes are distributed among the machines and offered to the regular price.

## **Audio & Video**

The artists produce audio or video data and store it online (drop box or similar) ready to use. They offer this "digital" works of art as a series along with a statement. They send a master USB stick together with the printed insert (statement) and optional with business cards to the nearest collection point of the project.

All other steps (multiplication onto various sticks, lamination of Cover Photos to pack into boxes, labelling, shipping, and supplying the machines) are covered by helpers of the project. One series contains 120 copies and is published under one particular art type. Possible art types are: Audio or Video Art.

Conclusion: With very little own effort the artists benefit from all marketing options of the project and have no effort in distribution. They receive a payment of 120 Euro immediately upon receipt and inspection of the art.

## **General conditions are...**

The art works are used to recharge existing machines and are distributed to all points of sale. The project also aims at a maximum mixture within each machine. Each series consists of 120 boxes. A series is always assigned to one (!) particular art type. The artists can successively propose series for different art types and also keep choosing among four different condition models.

The road to successful publication is always the same:

Make patterns

Offer online after login

In case of agreement ...

... start production and send the art..

Find specifications of the art works here. For more detailed information please log in and check out > documents...

## **What is not allowed as an art work or part of an art work inside the project ARTSURPRISE.EU.**

Food

Animals, creatures

Drugs, poisons

Liquids

Tobacco, intoxicants, drugs

Sand or very small-scale components, fats, oils

Sharp objects (nails, knives, slings)

Magnets

Goods for those a license would be needed (weapons, narcotics)

Goods that could be subject to import restrictions (e.g. fragments of pottery from excavations, dried plants, which are under protection, seeds)

Content being harmful to minors (e.g. pornography)

Racist or discriminatory art

Every artist is responsible for their art work. The art work is connected with their name...

### **Specification of the art works:**

The minimum weight is 20 grams (5% tolerance). The maximum weight is limited to 100 grams.

The dimensions of the art work must not exceed the maximum of 800 mm x 500 mm x 160 mm.

Business cards can be inserted up to dimensions of 820 mm x 520 mm.

The artists have to wrap the art works carefully before shipping.

The artists have to fill out the delivery note. (The copy is important if the package does not arrive!) The original delivery note has to be shipped within the package with the art works.

The closed package has to be delivered to a given address (mail).

## **Now a few frequently asked questions:**

Question: Why do I have to specify my bank account on the delivery note?

Answer: It has to be clear where the money will be remitted. This is a backup of the data stored online for each artist.

Question: Why is "ArtSurprise is a social sculpture from Juan Petry" written on the statement attached to the package?

Answer: This has legal reasons, the - independent!!! - art of the artists is part of a whole art work. The artists are the sellers of their art. The complete work of art consists of the art of the individual artist, the box and the context in which this box is purchased.

Question: When do I have money transferred?

Answer: The payment is made immediately after receipt and examination. Unsolicited works of art are not reimbursed. We do not send back artworks which are sent without our request! If the condition "VIP" is selected, no money is remitted. If the condition "TRUST" is selected, no money is remitted. In this case the artists receive 60 boxes shipped by a transport company.

Question: Can I find out where my art is?

Answer: By supplying the art to the vending machines and retail cartons, it is likely that any art of the individual artist is available at almost any point of sale (POS). A list of these outlets is available online at ARTSURPRISE.EU.

Question: What options do I have to view the sales and other relevant data?

Answer: Every artist can log on [www.artsurprise.eu](http://www.artsurprise.eu). There are several current statistics available.

Question: I want to offer a series and get it back completely, is this possible?

Answer: Yes. In this case, the artist receives an invoice. After receipt of all boxes helpers of the project label and categorize the art. After this it is sent to a postal address in Europe provided by the artist. The invoice amount varies depending on mailing costs and art type.

Question: Can I offer to take care of machines in my environment?

Answer: Yes. With pleasure! Helpers receive a 10% allowance for refilling and maintenance of machines.

Question: Is there a local contact in my country and can I contact in my native language?

Answer: On [www.artsurprise.eu](http://www.artsurprise.eu) - check the page "About" and you find a list of local contacts.

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Rechtliche Hinweise

ARTSURPRISE.EU is an initiative of Juan Petry for artists to promote contemporary art. Contractor for the buyer of a box is the respective artist who has provided the content of the box.

With submission to offer a new series the artist instructs the initiator Juan Petry or other helpers of the project to pack, supply and publish the art works.

With submission to offer a new series the artist agrees to the online-based computer-aided automatic data processing.

With submission to offer a new series the artist commits that Juan Petry or any other helper of the project will publish and distribute the art works to any place.

The submission of an online offer for a new series does not imply that Juan Petry or one of the other helpers of the project accepts this offer. Any work of art can be subject to rejection. The rejection can be done without reasons.

Every artist is liable for their offered art.