THE VERMILLION GALLERY

ARTIST PARTICIPATION & WEBSITE GUIDELINES

The Vermillion Gallery is a curated online fine art destination featuring a select group of established and emerging artists whose work is showcased at Vermillion Promotions festivals and events. Our goal is to present each artist and their work professionally, provide meaningful exposure to collectors and art enthusiasts, and create a quality online resource for those seeking original artwork.

1. Professional Artist Website – Required

- Each featured artist must maintain an active, functioning website.
- Be professionally presented, current and easy to navigate.
- Feature quality images of original artwork.
- Clearly identify the artist and provide relevant background information.
- Include current contact information or an inquiry method.
- Function properly on desktop and mobile devices, with working links and no broken pages.
- Social media pages alone do not satisfy the website requirement.
- Vermillion Promotions reserves the right to review an artist's website for quality, functionality and suitability before inclusion in the Gallery.

2. Quality Artwork Images – Required

- Artists must provide high-resolution, professionally presented images that accurately represent their work.
- Images should be sharp, properly lit and in focus, with accurate colors and details.
- Images should be free of distracting backgrounds, clutter and unnecessary borders.
- Images should represent original artwork and be suitable for professional online presentation.
- Artists should submit their strongest representative work. Poor-quality photographs, watermarked images, promotional graphics and images containing text overlays may not be accepted.
- Vermillion Promotions reserves the right to select which images are displayed.

3. Artist Biography & Information

Each artist must provide current and accurate information for their Gallery profile, including:

Professional artist name; a brief artist biography; an artist statement describing inspiration, creative process or artistic approach; primary art mediums and categories; location or studio location, where appropriate; website address; and social media links, if applicable.

- Information should be professionally written, concise and suitable for presentation to collectors, designers and art enthusiasts.
- Vermillion Promotions may edit submitted information for length, clarity, consistency and website presentation.

4. Event Listings & Promotional Links – Required

- Any festivals, exhibitions, art shows or upcoming events listed on an artist's Gallery profile must link directly to an official event source.
- Acceptable links include the Vermillion Promotions website and its official festival event pages, or the official website of the organization producing or hosting the event.
- Links to third-party event directories, ticketing platforms, event aggregators, promotional listing services or unrelated websites are not permitted.
- The purpose of this requirement is to direct visitors to the official event source for accurate information, event details and updates.
- Artists are responsible for ensuring that event information and links are current and accurate.

5. Original Artwork & Professional Representation

- Artists featured in The Vermillion Gallery must present original artwork that accurately represents their work and professional practice.
- Submitted artwork and descriptions must be the artist's own original work, accurately represented and described, identify the appropriate medium or materials, and reflect the quality and standards expected of a professional fine art gallery.

- Artists are responsible for ensuring they have the rights and permissions necessary to provide submitted photographs, artwork images and written content for publication.

6. Gallery Selection & Editorial Standards

- The Vermillion Gallery is a curated collection, not an automatic directory of every participating artist. Inclusion is determined by Vermillion Promotions based on artistic quality, presentation, website standards and the overall composition of the Gallery.
- Vermillion Promotions reserves the right to approve or decline submissions; select artwork and photographs; edit biographies, descriptions and submitted content; request updated images or information; remove outdated, broken or inappropriate links; and update or remove profiles that no longer meet Gallery standards.
- Meeting the submission requirements does not guarantee inclusion or continued placement in the Gallery.

7. Maintaining Your Gallery Profile

- Artists are responsible for notifying Vermillion Promotions of changes to their website, contact information, biography, artwork or event listings.
- All links must remain functional, and submitted information must be kept current.
- Vermillion Promotions may periodically review profiles to maintain the quality, accuracy and professional presentation of the Gallery.

OUR SHARED GOAL

The Vermillion Gallery is designed to create a meaningful connection between artists, collectors and the communities we serve. By maintaining consistent professional standards, we can present a distinctive collection of original artwork, elevate the artists we represent and provide visitors with a valuable resource for discovering exceptional art.

The Vermillion Gallery | A Vermillion Promotions Initiative