



DARA Pricing Guidelines

Pricing your work

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Pricing your artwork can be a difficult task, especially early in your artistic career. While we might feel a great emotional attachment to the works we make, we have to learn to assess our work objectively from the perspective of a potential buyer.

Pricing your art too low not only devalues the work, but may lead potential buyers to perceive the work as being of a lower quality, and therefore feel less willing to invest in your art. On the other hand, pricing your work unrealistically high also deters potential buyers, and may come across as arrogant.

Advice often given to artists is to set yourself a reasonable hourly wage (typically starting from around €25 per hour), calculate the number of hours you worked, and add the cost of materials. While this approach may work for artists who are already selling regularly, it's not very helpful for students or emerging artists who are selling for the first time.

From a buyer's point of view, the quality of the artwork and the artist's name recognition help to determine the art's value, rather than the amount of time the artist spent. It's therefore suggested to research the market and approach pricing your art from the perspective of a collector. Consider what artists who are at a similar place in their careers as you, and who produce work similar to yours in quality and style, are able to sell for.

Keeping your own prices within this range will make sense to potential collectors, who are also savvy to the market. While labor and cost of materials should not be disregarded, setting prices based only on an hourly wage – or worse, setting some arbitrary price based on how emotionally attached you are to your art – is more likely to alienate potential buyers.

Over time, with experience making sales and the continued development of your skills, your prices can gradually increase.

PRICING OF STUDENT WORK

For pricing student art, keep in mind that these are works made in school as part of your training. It takes a student much more time to complete an academic study than an experienced artist, and so when selling these works, the student may therefore have to accept a lower hourly rate. Further, although beautiful, academic studies such as Bague drawings or plaster cast studies typically do not sell as high as original artwork.

The following indicated prices are a general suggestion to consider for pricing student work:

Master Copy Drawings

These prices are indicated for Bague drawings and other master copies.

- Beginner Level Bagues (approximately A4 size)
€250 - €350,-
- Intermediate to Advanced Level Bagues and figure copies
€350 - €750,-

Cast and Model Drawings / Paintings

These prices are indicated for fully rendered works, not sketches.

- Small drawings (up to A3 size)
€350 - €750,-
- Medium to large drawings (A3 size or larger)
€700 - €1000,-
- Small paintings (up to 30x40cm)
€350 - €750,-
- Medium paintings (up to 50x70 cm)
€700 - €1200,-

Sketches

These prices are indicated for sketches, either drawings or paintings of approximately 3 hours.

- Small sketches
€75 - €300,-
- Medium sketches
€100 - €400,-