

Here's the idea in a nutshell:

Create an artist website to assist small(er) artists in the Pacific Northwest to have a gallery of their work to showcase, share, and sell. (The seed for the idea came from what I designed and is being offered by The Village Gallery of Arts for their members.)

See here: [www.villagegalleryarts.org/artists](http://www.villagegalleryarts.org/artists) -or- [www.villagegalleryarts.org/artists2.html](http://www.villagegalleryarts.org/artists2.html)  
(also see another site I created for watercolor artist Scott C. Johnson, [www.scottjohnsonartist.com](http://www.scottjohnsonartist.com))

Why a name like this?

1. a play on my name as the owner and designer of ArtistLiszt, and because it remains unique and identifiable because of the spelling
2. because the letters in LisZt have some visual interest, and adds an 'touch of class' because of its association with Franz Liszt, composer; music/arts association (*and besides, it's me!*)

Why this business idea?

1. we can provide a professional (and affordable) site to represent artists without their having to incur the costs, design, maintenance, and hosting associated with their own 'branded site'
2. our site will be beautiful and offer a vibrant space for artists to show their work
3. even though the main web address will be associated with the business name, each artist will have their own custom URL such as: [www.artistliszt.com/marcia](http://www.artistliszt.com/marcia) (etc.) and their entry page can be branded with their own artwork
4. we can provide interactive online galleries of each artist's work
5. artwork presented will have direct links through a personal inquiry/contact page to each artist
6. we provide expertise in getting images photographed and put online in the appropriate format
7. we can provide a subscriber-based 'listserv' e-newsletter where each artist can communicate with their collectors and potential customers
8. with our combined experience with print production, in addition to original art for sale, we can sell giclee prints, lithographs, etc.
9. we are considering implementing a method for payment using PayPal or Google Checkout, and possibly an e-commerce shopping cart to allow direct art sales (we will charge a nominal fee for this service, much less than the commissions charged by galleries)

I know this is a worthwhile venture and want to help artists have their own space on the web...



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online portfolio [www.claritasconsortium.com](http://www.claritasconsortium.com)  
visit us at [www.artistliszt.com](http://www.artistliszt.com)



## **What the Artist Should Do**

1. Paint, Draw, Sculpt, Design, etc.  
C R E A T E

## **10 Technical Services and Support we can Provide**

1. Provide the expertise to get your work online
2. A web address such as: [www.nwartistsliszt.com/scottjohnson](http://www.nwartistsliszt.com/scottjohnson)
3. Branding that is unique to the artist and their work
4. Beautifully designed, interactive gallery
5. Custom inquiry form that connects directly to the artist
6. Listserv (subscriber-based) solution to allow each artist to send custom-designed 'e-Newsletters' to their existing and prospective customers
7. Expertise and assistance in getting your artwork digitally photographed for archival and web needs
8. Marketing help with e-newsletters and mailed postcards to promote your work (events, etc.)
9. Ongoing updates to your posted gallery work for an affordable annual membership fee
10. Accessible online database of your work and customers for archival (and marketing) purposes