

HOME IS WHERE YOUR ART IS.

LEMONADE NEW ARTIST INFORMATION PACKET



Contact

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WHO TF ARE WE?

Lemonade is an art gallery in Kansas City, Missouri, located in the heart of the Crossroads. We believe art is for everyone, no exceptions. That's why we set out to find beautiful art people can understand and afford. We accomplish that by curating the best from local and up-and-coming artists, like yourself.



lemonade
GALLERY

Lemonade Art Gallery
325 Southwest Blvd.
Kansas City, MO 64018

Tel . 1-636-634-6564
Fax. Do people still have these?

www. kclemonade.com

BATES
MORTGAGE GR

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So, how's this work?

Depends on what kind of art you make. Our artists usually fall into one of two categories and both have built-in options to choose how your art gets displayed in the gallery.



01

I have physical, real-world, “You can hold it in your hand” art.

–this usually means you are one of the following:

1. A painter with originals (perhaps prints too)
2. A sculptor
3. A photographer with prints or framed prints

or

02

I only have digital art.

–this usually means you are one of the following:

1. A photographer
2. An illustrator
3. A graphic artist

I have physical, real-world, “You can hold it in your hand” art.

Awesome. We want to feature your originals on the wall and sell prints on the website.

Artists Steps

01

In-Person Meeting

The first step for artists in this category is an in-person meeting. We ask to bring your art into the gallery OR if you have a studio or place where it's stored we can meet there.

02

Decide

During this step we iron out details like pricing, which pieces we would like to feature in the gallery and on the websites (prints).

Some artists have print files of their art, some do not. If you don't, we'll need to find a time to catalog them. We do this by taking pictures with a DSLR and lighting equipment (if necessary).

03

Website Mockups, Artist Bio, and Artist Interview

This is where the real work begins. We'll get all of your art added to our website. We'll also ask you for a bio and schedule a time and place to conduct an interview, either over the phone or on camera.

See the following pages for more details on the interview.

I only have digital art.

That's just fine by us. If you fall under this category you have some options. We can feature your art on the website, easy-peasy. The other option is if you have a budget set aside, you can purchase physical art at cost through our vendor. If that art sells in the gallery, you are immediately paid back your investment and then we take our commission out of the profit.

Artists Steps

01

Let's Talk

The first step for artists in this category is either an in-person meeting or a phone conversation.

02

Decide

During this step we iron out details like pricing, which pieces we would like to feature on the website and possibly which pieces you want to get order through our vendor as well as what type.

We'll need your art to be at 300 DPI or higher.

03

Website Mockups, Artist Bio, and Artist Interview

This is where the real work begins. We'll get all of your art added to our website with on-the-wall mockups. We'll also ask you for a bio and schedule a time and place to conduct an interview, either over the phone or on camera.

See the following pages for more details on the interview.

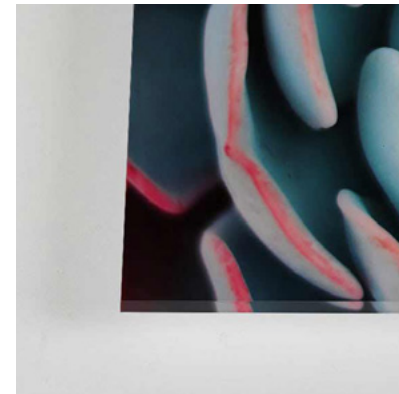
PRINT REPRODUCTION OPTIONS

Acrylic Prints



Acrylic Prints

Your art is printed on clear, digital grade acrylic measuring .220" thick. These Acrylic Prints come standard with a recessed float mount frame ready to hang on the wall. With the inset frame, each print has the appearance of magically floating 1/2" off the wall. Most Acrylic Prints suck but it's almost absurd how sharp these look. They are printed directly onto the acrylic substrate, unlike other acrylics. They're also easy to clean. Just buff with a microfiber cloth and you are good to go.



*Other sizes available upon request

Acrylic Prints	Cost	@1.5x markup	Total Profit	60% of Profit
12x18	\$ 88.99	\$ 133.49	\$ 44.50	\$ 26.70
16x24	\$ 118.99	\$ 178.49	\$ 59.50	\$ 35.70
20x30	\$ 155.99	\$ 233.99	\$ 78.00	\$ 46.80
24x36	\$ 226.99	\$ 340.49	\$ 113.50	\$ 68.10

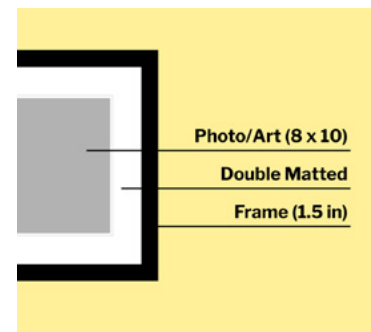
PRINT REPRODUCTION OPTIONS

Framed Prints



Double-Mat Framed Prints

All framed prints receive a pure white double-mat, protective acrylic face, and dust cover. And, they're constructed in the USA. Printed on satin lustre paper that features a semi-gloss finish to minimize glare from light sources (300 gsm, 11.5mil). Frame colors white or black.



*Other sizes available upon request

Framed Prints	Cost	@2.5x markup	Total Profit	60% of Profit
8x10	\$ 39.99	\$ 99.98	\$ 59.99	\$ 35.99
11x14	\$ 49.99	\$ 124.98	\$ 74.99	\$ 44.99
16x20	\$ 64.99	\$ 162.48	\$ 97.49	\$ 58.49
20x24	\$ 84.99	\$ 212.48	\$ 127.49	\$ 76.49
20x30	\$ 86.99	\$ 217.48	\$ 130.49	\$ 78.29
24x36	\$ 129.99	\$ 324.98	\$ 194.99	\$ 116.99

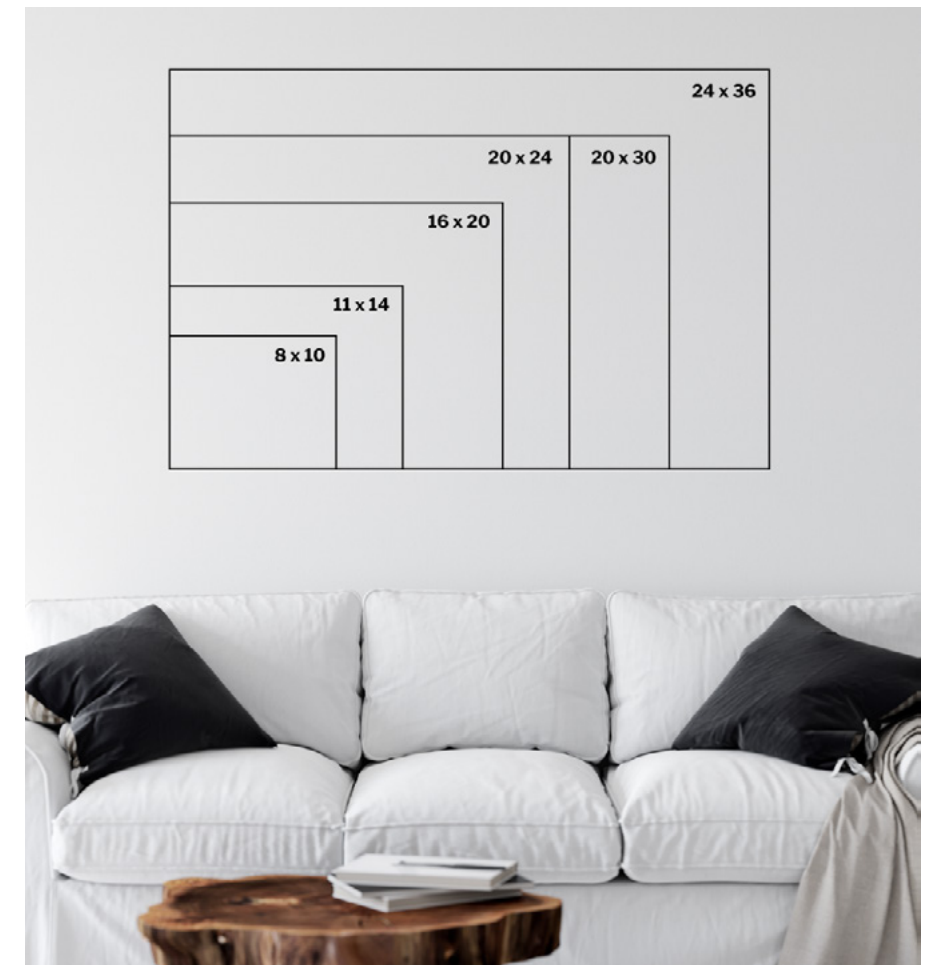
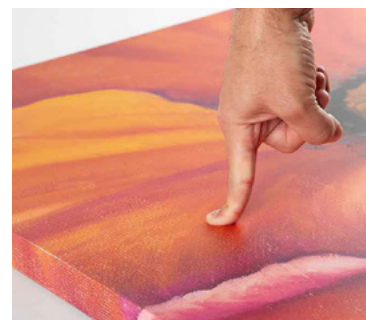
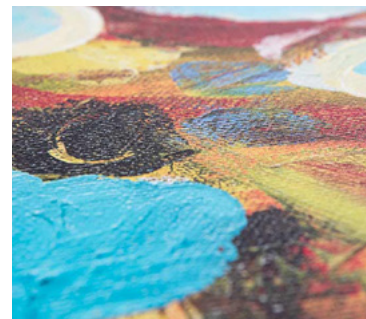
PRINT REPRODUCTION OPTIONS

Print on Canvas



Traditionally-Stretched Canvas

Our Traditionally-Stretched Canvas Wraps are constructed around a full hardwood frame and are hand-stapled with care, so they still have the tightest corners available. And, we make hanging a snap with our pre-installed hardware and hanging kit. They use archival inks to prevent fading and to preserve as much fine detail as possible with no over-saturation or color shifting. Your photos and art will look as real as the original with true-to-life color reproduction. And, they use artist grade cotton/polyester canvas material is OBA-free to ensure quality and accuracy.



*Other sizes available upon request

Canvas Prints	Cost	@3x markup	Total Profit	60% of Profit
8x10	\$ 29.99	\$ 89.97	\$ 59.98	\$ 35.99
11x14	\$ 33.99	\$ 101.97	\$ 67.98	\$ 40.79
16x20	\$ 44.99	\$ 134.97	\$ 89.98	\$ 53.99
20x24	\$ 49.99	\$ 149.97	\$ 99.98	\$ 59.99
20x30	\$ 55.99	\$ 111.98	\$ 55.99	\$ 33.59
24x36	\$ 69.99	\$ 209.97	\$ 139.98	\$ 83.99
30x40	\$ 86.99	\$ 260.97	\$ 173.98	\$ 104.39
32x48	\$ 112.99	\$ 338.97	\$ 225.98	\$ 135.59



Website Mockups



WHAT WE DO AT NO COST TO YOU

Artist Marketing

Artist Video(s)

If you are located in KC, we'd like to shoot a video or series of videos wherever you create. This includes an interview-style video as well. There is no cost for this. We do it because it really helps sell your art. You can use all the footage for your own social media as well. ([example here](#))



Facebook & Instagram Ads

Our plan is to invest \$500 to \$1,000 per month promoting the gallery.

First Fridays

Here's a video of our "first" First Friday ([click me](#)). For each First Friday event we design a custom poster featuring our artists (see page 24-25) as well as creating and marketing the event on social mediums.

Interview & Photoshoot

If you are located in KC, we'd like to do a photoshoot of you creating in your element as well as a portrait and interview for our Artist Feature.

An example is on the next page.

Relationships with Businesses & Hotels

8,000 new hotel rooms are being built in the downtown metro area right now. We plan to get our artists in those rooms. This is still in the works, but the idea is to build relationships with new hotels who need art for their rooms and businesses that are big enough to buy art for their walls and their executives' walls.

A close-up portrait of a young woman with long, dark hair, looking directly at the camera with a slight smile. The background is a plain, light blue-grey color.

Daiana Oneto

featured artist

What do you create?

I use a range of media including drawing, painting, collage, and printmaking to make work about the human body as both a figure and a landscape. Through fragmented collage and layered mark-making, I explore themes of absence and presence, psychological strain, and the body's relationship to the earth.

Was there a precise moment when you realized you wanted to be an artist? If so, when?

I've wanted to be an artist for as long as I can remember. In my third grade art class, I made a drawing of a giraffe in front of an ice cream cone patterned background. My teacher entered it into an art exhibit at the Youth Fair, and it won an award! From there, I enrolled in art-focused magnet schools for the rest of my schooling, from Elementary - High School, and continued pursuing art in college. That giraffe drawing is what I always think of as my earliest realization that I loved making art.

LEMONADE ART GALLERY

Artist Feature

How did you come into contact with what you do?

I first discovered printmaking in an elective in high school, and I went on to major in it at the Kansas City Art Institute. Printmaking is very process-oriented, and requires a lot of discipline and problem-solving. At the same time, it is incredibly experimental and can yield surprising results. I really enjoy this intuitive way of working. Ideas of layering and repetition continue to influence my current studio practice, even if I'm not making actual prints.



Does Kansas City have what it takes to encourage creativity?

Definitely. There are so many artistic people here and the art scene is very accessible. There are communal studio spaces for all kinds of makers, print shops, galleries, museums, collectives, artist grants, new murals popping up every day... art and creativity is everywhere in Kansas City.

How do the local people and surroundings play a role in your art?

I am fortunate to spend a lot of time in the Crossroads Arts District. My job involves meeting many artists on a daily basis and speaking with them about their projects, often helping them come up with creative solutions. I am constantly inspired by what people are doing and by their passion for making. When I see great work being made locally, it motivates me to work in my studio.

What kind of morning routines do you have?

Honestly, mornings are always a blur. I hit snooze too often, and then rush to my day job. The evenings are much more productive for me. I love unwinding after a long day of work by swirling watercolor onto paper, experimenting with different types of mark-making techniques. I later revisit these patterns and turn them into collages.

Name one thing to change and one thing to keep in Kansas City.

I would love to get rid of the extreme weather changes. It seems like it's only either freezing cold or extremely hot here. I'd keep the small-town feel. I grew up in Miami, so I really appreciate how much space there is in Kansas City, and how the city is small enough to not be intimidating.

How do you stay creative?

I stay creative by playing with new mediums/materials and reminding myself that not everything has to be a masterpiece. I have entered a new, looser stage of my practice that has been a lot of fun.

What makes you proud?

I feel proud by doing good, hard work and knowing that I gave my all.

What's next?

Next is continuing to make work and to move into a more professional realm with my art practice. I am excited to push the boundaries within my work and get more involved in the arts community in Kansas City.

325 SOUTHWEST BLVD KANSAS CITY MO



08.02.19

FIRST FRIDAY
FIRST FRIDAY
FIRST FRIDAY
FIRST FRIDAY
FIRST FRIDAY

LEMONADE ART GALLERY PRESENTS

FEATURED ARTISTS

DAIANA ONETO | SAINT LEON

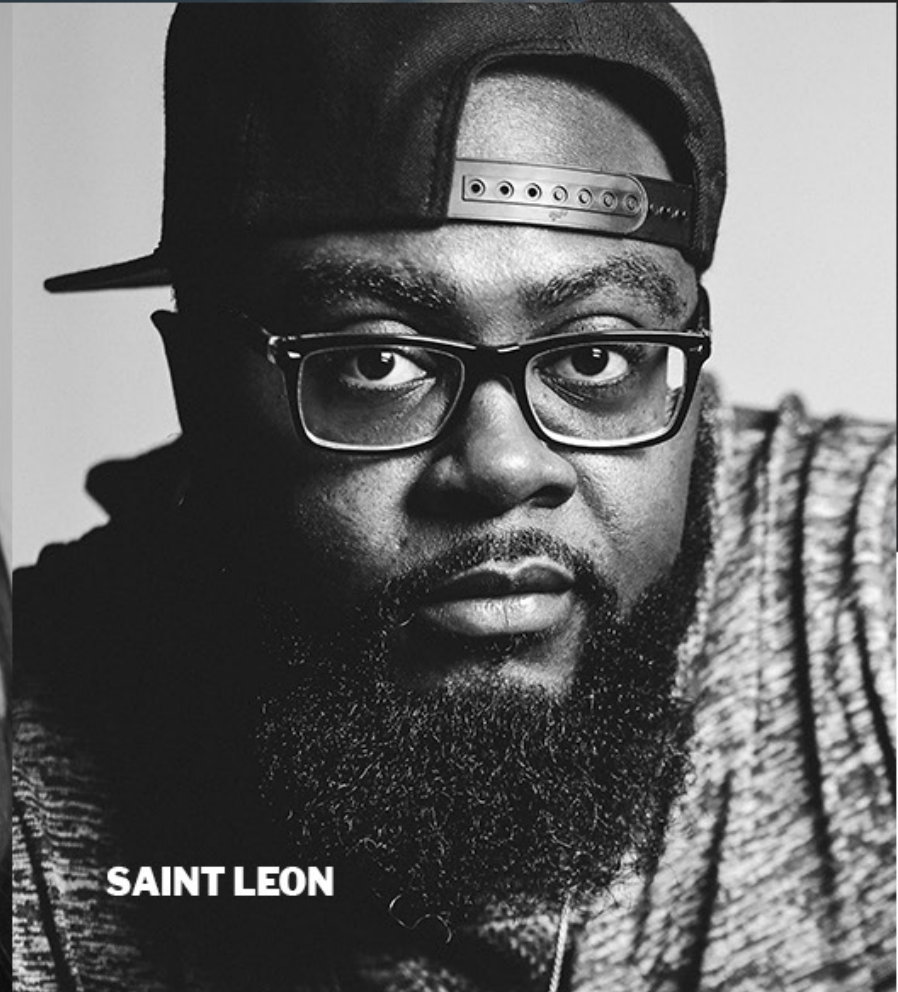
6:00 PM TO 10:00 PM

LIVE MUSIC BY TRAVIS GIBSON

KCLEMONADE.COM



DAIANA ONETO



SAINT LEON



Lemonade Live

ACOUSTIC SESSIONS

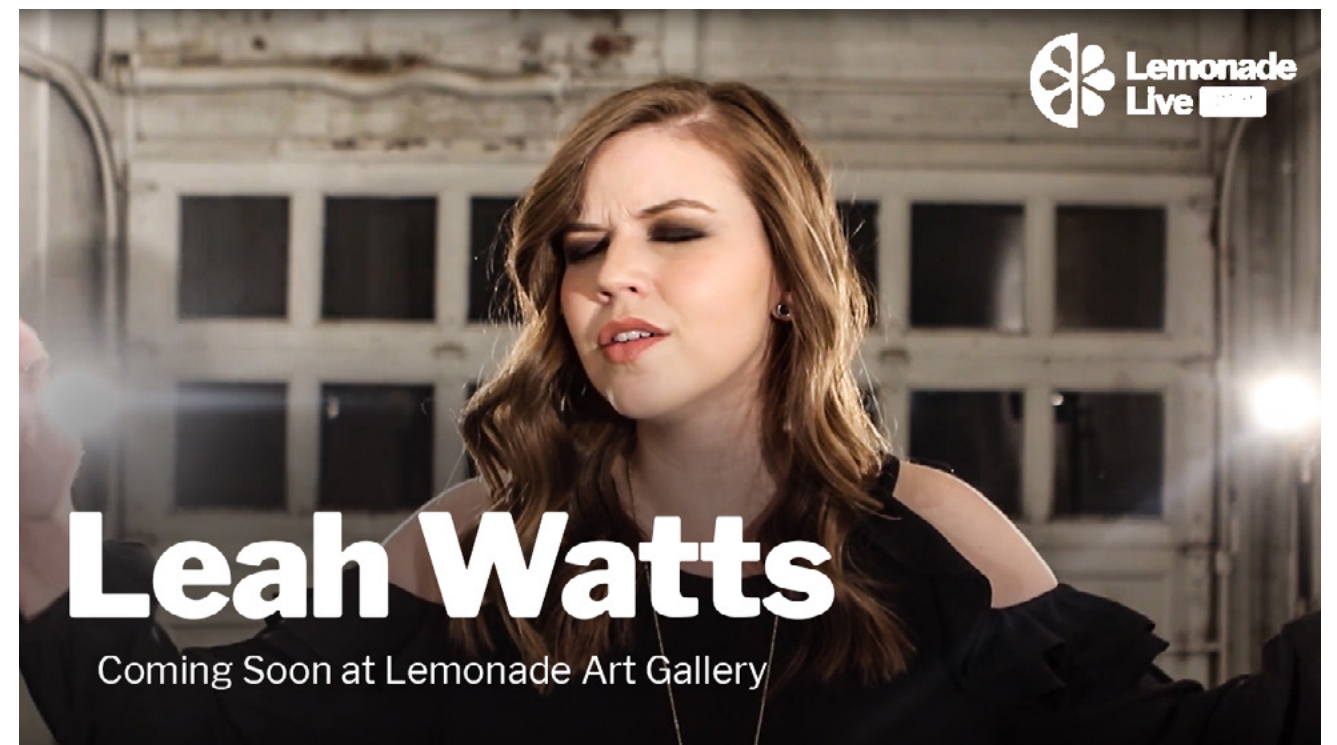
Lemonade Live Acoustic Sessions is a video series we are doing for local musicians who have original music. The goal is to create a platform that helps them share their music with Kansas City.

Our goal is to do one session per month. If you know of any local musicians that would be interested in this please let us know.

Here are links to the first two we have done:

[Travis Gibson](#)

[Heath Church](#)



40/60

The Split

We get 40%. You get 60%.

If you like what you see, we'd be honored to have you on the team.

Sean Stratton
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