



# Partnering with Irish Visions Art - your guide to showcasing irish art

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## 01 WELCOME TO IRISH VISIONS ART

Welcome to Irish Visions Art, a groundbreaking platform dedicated to showcasing the vibrant creativity of Irish artists!

You're joining us at the very start of something truly special – a journey to redefine how Irish art is shared and celebrated. Together, we're building a space where authentic, heartfelt art can reach a wider audience, touching homes and hearts worldwide.

We're thrilled to potentially have you on board as one of our founding artists, helping to shape the future of Irish art. Let's make history together!

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## 02 ABOUT IRISH VISIONS ART

**Our Mission:** At Irish Visions Art, we're dedicated to supporting and promoting real, handcrafted Irish art in a world filled with mass-produced and AI-driven artwork.

Our mission is twofold: to offer a platform where Irish artists can shine and to make art both accessible and exciting for our customers. We believe in creating real connections, bringing meaningful, authentic art into homes and spaces, where it can resonate on a personal level and inspire those who encounter it.

**Why Choose Us:** We're on a mission to make authentic Irish art accessible to real people, allowing everyone to bring a piece of Ireland's creativity and culture into their lives. By joining our platform, artists gain a dedicated space to showcase their work and earn a meaningful income from their craft.

We're committed to building a supportive community where artists can thrive and customers can discover unique, limited-edition pieces that feel personal and enriching.



## 03 FOUNDER'S BACKGROUND

Hello! I'm Melina, and I'm delighted to welcome you to Irish Visions Art. Although I am an artist specialising in impressionistic watercolours that evoke calm and serenity, my career started in a very different place – Finance.

I am a Chartered Accountant, and after spending years in finance, I moved on to leadership roles as Managing Director and CEO, ultimately working for myself on various company boards as a Strategy Leader. It's this experience that drives me to do more than build a platform for my own art; I'm here to build a successful business that uplifts and benefits all Irish artists.

My inspiration for Irish Visions Art came from seeing talented artists struggle to gain true value for their craft. Many are paying fees for subscriptions to art websites, exhibitions, and competitions, yet receiving little in return.

This platform was born from a desire to create a space that actually serves artists – a place where they can focus on their creativity while reaching a wider audience and earning a meaningful income. With Irish Visions Art, I'm committed to building a business and a community that supports Irish artists in sharing their unique stories and perspectives with the world, in a way that's authentic, rewarding, and accessible.



## 04 HOW IRISH VISIONS ART WORKS

An overview of how our platform operates and what to expect when you join us.

### **The Sales Model:**

Irish Visions Art is an online store focused on limited-edition, high-quality art prints.

This exclusive model allows collectors to access beautiful pieces that are not mass-produced, adding a special touch to each purchase.

### **Process for Artists:**

We aim to make the process simple and rewarding for our artists. Once accepted, artists can submit their work for conversion into high-quality prints.

From there, we handle everything – from production to listing, marketing, and promotion. Our team takes care of after-sales support and community building, ensuring that your art reaches and resonates with our audience.

This means you can focus on what you do best – creating – while we focus on showcasing your work, driving sales, and fostering a supportive community of art lovers and collectors.



## 05 PRICING STRATEGY

Our approach to pricing art prints for accessibility and value.

### **Affordable Yet Valued:**

Our goal is to make Irish art accessible while maintaining the value and exclusivity of each piece. We price art to appeal to a broad audience, ensuring that original Irish work can be enjoyed in many homes.

### **Commission and Revenue Split:**

Artists earn a fair share of each sale. To cover operational costs, we operate a straightforward commission structure. For each sale, Irish Visions Art will retain 50% of the gross profit up to a certain monthly limit. However, as your prints gain popularity and reach over 40 units sold, our commission drops to just 20% – meaning the more you sell, the more you keep. This approach allows us to support and grow the platform while rewarding artists as their work gains traction.

### **Payment and Payout Schedule:**

Payouts are scheduled monthly, and payments are processed directly to the artist's preferred account. Transparent and timely, our process ensures artists receive their earnings without delay.



## 06 QUALITY AND PRODUCTION STANDARDS

Our commitment to high-quality prints and limited-edition exclusivity.

### **Print Quality:**

We use premium printing techniques and materials to capture the beauty and detail of the original artwork, ensuring that every colour, texture, and tone reflects the artist's vision. Currently, our prints are crafted on matte, 200gsm premium quality posters. However, we're actively sourcing options to elevate our offerings further. Soon, we'll be introducing Giclée prints on 320+ GSM Hahnemühle rag – a top-tier choice for collectors seeking exceptional quality.

### **Limited Edition Approach:**

All prints are produced as limited editions, ensuring both exclusivity and value. Each print is individually numbered, and collectors will receive this unique identifier along with a bio of the artist, adding a personal touch and enhancing the rarity of each piece.

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## 07 MARKETING AND PROMOTION

How we promote our artists and expand their reach to a wider audience.

### **Our Commitment to Visibility:**

We invest in targeted marketing efforts across social media, email newsletters, and online ads to reach art collectors and enthusiasts. Our goal is to ensure each artist's work gets the exposure it deserves.

### **Featured Artist Opportunities:**

To further support our artists, we offer special opportunities to be featured in collections, blog posts, and social media spotlights. This helps boost visibility and allows collectors to connect with your story and work on a personal level.



## 08 FUTURE PLANS AND VISION

Our vision for Irish Visions Art goes beyond simply selling art – we’re building a community where art can be celebrated, discussed, and enjoyed by artists and collectors alike.

### **Expanding the Artist Community:**

As our platform grows, we aim to welcome a diverse range of Irish artists, each bringing their unique style and perspective. Our goal is to create a vibrant, inspiring space that reflects the richness of Irish creativity. To foster connection and growth, we’ll form artist groups where members can discuss ideas, challenge one another, and come together for events, exhibitions, and shows. This sense of community will allow artists to support each other, celebrate achievements, and inspire fresh creativity.

### **Creating a Community of Collectors:**

We envision a space where collectors can become members, engaging with artists and each other to discuss, appreciate, and celebrate art. Through this community, collectors will have the opportunity to connect more deeply with the stories behind the pieces they acquire.

### **Promoting High-Demand Artwork:**

As our customer reach broadens, we’ll highlight when an artwork approaches its full subscription of editions, offering collectors the chance to secure a piece before it sells out. This helps to create excitement around limited editions and ensures collectors feel part of something exclusive.

### **Introducing Auctions for Final Editions and Originals:**

To add further value and excitement, we may introduce auctions for final edition prints or even the original artwork, when available. This gives collectors a rare opportunity to own a truly unique piece, while artists benefit from additional visibility and appreciation for their work.

### **Supporting the Irish Art Scene:**

Our mission extends beyond our platform; we’re here to contribute to the growth and sustainability of Irish art. By creating meaningful connections between artists and collectors, we aim to foster a thriving creative community and elevate the appreciation for Irish art globally.





## 09 HOW TO APPLY AND GET STARTED

Everything you need to know about applying to Irish Visions Art and starting the journey.

**Application Process:** Interested artists can apply by submitting a portfolio / portfolio link, or sending your bio, along with examples of your work - these can all be sent to; [info@irishvisions.ie](mailto:info@irishvisions.ie). We review all applications to ensure they align with our vision and standards.

**Onboarding and Next Steps:** Once accepted, artists go through a simple onboarding process to set up their profile, upload artwork, and prepare for listing. We provide guidance to make the process smooth and easy.

**Contact Information:** For questions or assistance, feel free to reach out to us at [artist@irishvisions.ie](mailto:artist@irishvisions.ie) or [info@irishvisions.ie](mailto:info@irishvisions.ie). We're here to support you every step of the way!

### **Join us at the start of something extraordinary**

Thank you for considering Irish Visions Art as a place to showcase your art. We're building something truly unique – a platform that celebrates authentic Irish creativity, connects artists and collectors, and offers real value and visibility for your work. By joining us now, you'll be part of a select group of artists helping to shape this community from the very beginning.

With limited spaces available at launch, this is an opportunity to make your mark and grow with us as we bring Irish art to a wider audience. We're looking for artists who are ready to share their vision, inspire others, and join a movement that values art's power to connect, uplift, and enrich lives. If this resonates with you, we can't wait to welcome you to Irish Visions Art and begin this journey together. Let's create something extraordinary.



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