



#### PRICING AND PROCEDURE.

EACH PAINTING IS TAILORED TO EACH CLIENT'S INDIVIDUAL NEEDS.

#### CONSULTATION # 1: INITIAL INTERVIEWS.

CLIENT AND ARTIST MEET AND TOGETHER VIEW ARTIST'S PORTFOLIO. A COMPREHENSIVE EXPLANATION CAN BE GIVEN OF EACH PREVIOUS PROJECT OF INTEREST. THIS GIVES BOTH THE CLIENT A BETTER UNDERSTANDING OF THE COMMISSION PROCESS AND OFFERS THE ARTIST A GREATER UNDERSTANDING OF THE CLIENT'S AREAS OF INTEREST AND REQUIREMENTS. THE ARTIST ALSO CAN VIEW THE SPACE IN QUESTION AND GATHERS INFORMATION REGARDING DIMENSION, STYLE AND BUDGET. ARTIST TAKES PHOTOS OF SPACE.

ARTIST THEN HAS A BASIC IDEA OF HER REQUIREMENTS AND IS ABLE TO LEAVE AND COMPILER A PRESENTATION OF IDEAS COMPRISING OF COLORS SCHEMES, COMPOSITION, LEVEL OF DETAIL AND TIME FRAME.

#### CONSULTATION # 2: PRESENTATION OF CONCEPT.

CLIENT AND ARTIST MEET FOR THE SECOND TIME TO VIEW ARTIST'S PRESENTATION. THIS PRESENTATION MAY VARY IN LEVEL OF DETAIL FROM A COMPILATION OF MAGAZINE CLIPPINGS AND PICTURES FROM BOOKS... TO PENCIL DRAWINGS OR PAINTED RENDITIONS OF THE INITIAL IDEAS. THE OBJECTIVE OF THIS PRESENTATION IS NOT SO MUCH TO PRODUCE A GRAPHIC REPRESENTATION OF HOW THE FINAL PAINTING WOULD APPEAR, BUT AS VISUAL EXAMPLES OF COLOR, DESIGN AND STYLE CONCEPTS. DURATION AND PRICE CAN USUALLY BE PINPOINTED AT THIS TIME.

AT THIS POINT THE CLIENT AND ARTIST HAVE A CLEAR UNDERSTANDING OF THE PROJECT AT HAND AND THE CLIENT SECURES FURTHER DRAWN DESIGNS AND A RESERVATION FOR THE PERIOD REQUIRED TO EXECUTE THE COMMISSION BY A CASH DEPOSIT (A PERCENTAGE OF THE TOTAL AGREED PRICE OF THE COMMISSION)

ANDREA RUGGERI MAY EMPLOY ASSISTANTS FOR PREPARATORY WORK AND PROJECT BREAKDOWNS AND RELOCATION.

ALL PAINTED ARTWORK IS EXECUTED BY HER ALONE AND WILL ALWAYS MEET HER STANDARDS OF QUALITY. FOR THIS REASON EACH COMMISSION IS BY APPOINTMENT ONLY AND SUBJECT TO AVAILABILITY. IT IS OFTEN NECESSARY TO RESERVE HER SERVICES IN ADVANCE BUT PLEASE BE PATIENT WHEN SHE IS ATTENDING TO ANOTHER COMMISSION AS SHE WILL DEDICATE FULL ATTENTION AND PRIORITY TO EACH PATRON IN TURN.