

# CUSTOM ARTWORK INFO PACKAGE

*by* STEPHANIE FERHENBACH

Please read through this instructional document, and if you have any questions, I'm always here to help.





# WELCOME

Ordering custom artwork is an exciting experience, but it can also feel intimidating, especially if it's your first time! I've created this information package to help explain my process so you'll know what to expect every step of the way. It is such a joy to work one-on-one to create something entirely and uniquely - you. I understand buying artwork is a big investment, and my goal is to create the painting of your dreams that you will love and cherish forever.

*Stephanie*

OWNER & ARTIST

## PHASE 01

# CONSULTATION

The process begins with an initial conversation in person or online, so we can discuss your ideas, inspiration, colour palette – everything we need to ensure your painting is entirely suited to you and your space.

Here are some helpful things to keep in mind for our consultation:

1. Orientation (horizontal, vertical or square)
2. Wall/furniture measurements (so we can determine the best size canvas to suit your space)
3. Inspiration – the colours and mood you're looking for: bright and happy, soft and soothing etc.
4. Images of your own or of past works of mine you would like me to take inspiration from
5. Your location (so I can get a quote for possible shipping costs)



Once you're ready to chat, email me at [studio@stephaniefehrenbach.ca](mailto:studio@stephaniefehrenbach.ca) to set up our consultation.

PHASE 02

# DEPOSIT & AGREEMENT



Ready to get started? Your Deposit and Commission Agreement saves your spot!

## DEPOSIT

I require a 50% deposit to secure your commission and complete the design work for your painting. Once we have determined the size of your piece during our consultation, I will email you an invoice for the deposit. The deposit is non-refundable once the design work has begun.

## COMMISSION AGREEMENT

The Commission Agreement outlines everything we will have discussed in our consultation (size, orientation, inspiration etc.). It is a simple document we will both sign to ensure we're on the same page and there will be no crazy surprises!

## PAYMENT METHODS

Invoice payments can be made via e-transfer to my email [studio@stephaniefehrenbach.ca](mailto:studio@stephaniefehrenbach.ca). If you prefer to pay by credit card or PayPal, I will create a custom listing for you on my website and send you the link via email so you can easily make the payment online.

## VIRTUAL INSTALLATION

Curious how will the final piece look in your space? Let me create a digital mock-up for you!

What do I need from you?

1. At least one photo of your space
2. At least one inspirational photo or painting from my previous collections

Paintings take about three weeks to complete as some time is needed for the paint to dry between layers.

#### APPROVAL & REVISIONS

Once the piece is complete, I will send photos for you to review. I'm always happy to hear your thoughts, so please don't be shy!

I put a lot of love and care into every piece I create, and most of the time, all is well at the first review. However, this is your piece, and I want you to love everything about it. Sometimes I receive a request to add a little more of a specific colour or to make a small change so it will be perfect in your eyes. I'm happy to make these adjustments until you're 100% in love. If revisions are necessary, I will complete your requests and send you photos for approval.

#### DRYING

Good things are worth the wait. Once the piece has your final approval, it's time to let it cure. My paintings are created with pure oil paints in a very thick, impasto style. I don't use any fillers or solvents to preserve the buttery textures of the paint, but that means it also takes its sweet time to dry!

Drying time varies depending on the piece, but it usually requires a minimum of 4 weeks before it has cured enough to be delivered or shipped safely. I always like to be upfront with this time frame. I know it's exciting, and you want your piece as soon as possible, but it's so important we allow the piece enough time so it won't be damaged in transit.

PHASE 03

# DESIGN



# DELIVERY

## BALANCE PAYMENT

The remaining balance for your piece is required before I can deliver or ship your piece to you. I will send you an invoice for the amount owing, and you can make payment via e-transfer, credit card or PayPal as outlined in the deposit section above.

## DELIVERY

In-person delivery is available if you are within an approximately 200km radius of Kitchener-Waterloo, ONT. I will contact you through email to determine the best day and time to bring you your piece. Pick-up from my studio is also available by appointment only.

## SHIPPING

If your piece requires shipping, it will be packaged securely with wooden braces to protect the surface texture and placed inside a sturdy box or art crate (depending on the size). I take a lot of care to package my work carefully to ensure it arrives to you safely and in perfect condition.



Shipping costs are the customer's responsibility, and a quote will always be provided for you during the consultation.

Once my courier picks up the piece, I will email you the tracking information. Transit takes approximately 3-7 business days for North American orders or a few weeks for orders overseas.

# PRICE LIST

CANVAS SIZE	PRICE
16" x 20"	\$500
20" x 20"	\$600
24" x 24"	\$800
24" x 30"	\$1,000
24" x 36"	\$1,200
24" x 48"	\$1,600
30" x 30"	\$1,200
30" x 36"	\$1,500
30" x 40"	\$1,700
30" x 48"	\$2,000
36" x 36"	\$1,800
36" x 48"	\$2,300
36" x 60"	\$2,800
40" x 40"	\$2,200
48" x 48"	\$3,100
48" x 60"	\$3,600
48" x 72"	\$4,300
60" x 60"	\$4,500

*Additional custom sizes are available upon request. All prices listed do not include HST. Artwork is sold un-framed. Framing requires an additional charge.*



# FAQ'S

## **WILL THE PIECE BE READY TO HANG?**

Yes! The piece will be wired on the back, and the sides are painted, so it will be ready to put up as soon as you receive it.

## **DO YOU OFFER INSTALLATION SERVICES?**

I currently do not hang pieces for my clients. However, I'm happy to put you in touch with great installers that can assist you. If you are in Ontario, Artstall ([www.artstall.ca](http://www.artstall.ca)) is lovely to work with and will ensure your piece is hung perfectly in your space.

## **WILL YOU GIVE THE PIECE A TITLE?**

Yes! I always give my pieces a unique title, and you can ask what it is beforehand, or you can be surprised once you open your package. The title and the date is always written on the back of the piece.

## **WILL THE PIECE BE SIGNED?**

Absolutely! I sign every piece on the front of the canvas. I also sign, date and title the piece on the back.

## **WILL YOU COPY A PREVIOUS PAINTING?**

Many of my commissions are based on a previously sold painting. My collectors must feel they own a one-of-a-kind, original artwork and that their special piece won't be hanging elsewhere. That being said, I will work in the spirit, feel or colours of a previous piece while still keeping each work unique.

## **WILL THE SIDES OF THE CANVAS BE PAINTED?**

Yes! There's no right or wrong, it just comes down to personal preference. Some artists like to leave the sides unpainted, some paint them a solid colour and some wrap the image around, so it continues onto the sides. For my pieces, I usually like to paint them a solid colour, like the background tone of the piece, so it's carried through onto the sides. I think this gives the piece a clean and finished look. If you have a specific request, please let me know during our consultation!





**I LOVE THE LOOK OF THE FRAME IN YOUR PHOTOS! IS THE FRAME INCLUDED IN THE PRICE OF THE PIECE?**

I love the look of framed artwork! It adds the perfect finishing touch, so I often highlight that in my photography. However, my work is mostly sold unframed, and I prefer that my collectors choose their frames to ensure it is specific to their taste and style. If you are interested in purchasing a frame for your piece, I am happy to provide a quote and assist you in making those arrangements. All of my oil paintings are completed on premium stretched gallery canvas which is approximately 1.5” deep. The sides are also painted, so they look beautiful as-is and do not require framing.

**CAN I ORDER A CUSTOM SIZE NOT LISTED HERE?**

Absolutely! The canvases listed are standard sizes readily available in-store or in my studio. However, I work with some wonderful woodshops that can create custom frames to any size you like! There will be a small additional cost depending on the size of the frame and a couple of weeks extra wait time for the frame to be made. I can provide you with all of the details during our consultation.

# WHAT ARE NEXT STEPS?

Ready to order your custom piece? I can't wait to work with you! Please contact me by email to schedule our consultation.

[STUDIO@STEPHANIEFEHRENBACH.CA](mailto:STUDIO@STEPHANIEFEHRENBACH.CA)

