

*InLiquid is your **DIRECT** Connection to curators, patrons, and the public at large!*

You may already have your own website, marketing plan, and connections, but with InLiquid you have a team of professionals working on your behalf to promote, market, and connect you to a wider, global audience. Your InLiquid Membership is a promotional resource for your creative career through our online portfolio, listings and announcements, social media network, and exhibition opportunities.

Member Basics

This guide will be your one-stop shop for all your questions regarding your membership with InLiquid. From exhibitions, to marketing your work, to payment, and career development. If you have any other questions not covered in this guide, please email our membership coordinator, Alyse C. Bernstein ALYSE@InLiquid.org.

InLiquid offers two membership types, basic and premium. You are welcome to change your membership status at any time.

Basic Membership

On Your InLiquid Profile:

- Up to 15 Images, exhibited in up to 2 categories
- 2 Changes annually to the images you host on your page. Every artist also has the option to include 12 older images in the archived section of their profile
- 450 words of text for your bio and artist statement
- 2 Changes annually to the text on your portfolio page

On Your Artsy Profile

- Up to 15 works
- A bio of up to 120 words
- 1 change/update annually to add new works

Potential inclusion in our Newsletter

Premium Membership

On Your InLiquid Profile:

- Up to 30 Images, exhibited in up to 5 categories
- 4 Changes annually to the images you host on your page. Every artist also has the option to include 18 older images in the archived section of their profile
- 900 words of text for your bio and artist statement
- 4 Changes annually to the text on your portfolio page

On Your Artsy Profile

- Up to 25 works
- A bio of up to 120 words
- 2 change/update annually to add new works

Potential inclusion in our Newsletter

Payment Process

Your payment can be made using a credit card online or by mail using a check. Select the payment plan that works best for you, annually, quarterly, or monthly. You can opt to auto-renew your membership each year, which makes renewing as easy as making sure your credit card details are up to date. To help figure out which one is best for you, please contact our membership coordinator Alyse C. Bernstein, ALYSE@InLiquid.org.

What We Do

Being an InLiquid member provides many benefits. Let's run over some of the ways that InLiquid helps you grow as an artist and as a brand.

Marketing

As a member, you should think of InLiquid primarily as a marketing tool for your art and personal brand. At InLiquid, we use our broad reach and platform as a leading creative community to help promote you and your work in several ways.

Website

InLiquid.org is accessed by over 120,000 unique users every year. Included in your InLiquid membership is your own personal portfolio page where you can highlight current pieces and selected archived works. Your contact information, artist statement, full resume, and social media handles will also be included on your portfolio page.

Social Media

InLiquid is proud to have a large following of collectors, curators, decorators, artists, local businesses, and community members on all of our social media platforms. As another way of marketing your work and news, InLiquid will frequently feature our members and artists on our social pages as well as promote our current and upcoming exhibitions. Members are always encouraged to tag InLiquid **@InLiquidart** or **#InLiquidart** on social media as a way of submitting their work to be featured.

InLiquid is developing a more holistic and inclusive approach to giving our members spotlights on our social media pages. Our members can look forward to programs and posts such as member takeovers, member profile features, member interviews, and much more.

E-Commerce

Your membership also includes access to our **Shop InLiquid** store and **Artsy** storefront where you can post your work for sale.

- Shop InLiquid <https://shopinliquid.org> is an accessible site for beginning collectors and art appreciators, and often includes works from artists that are \$300 and below.
- Artsy works in partnership with InLiquid <https://www.artsy.net/partner/inliquid> to promote and post all of the pieces our members have an interest in selling no matter the price range. On Artsy, members are provided an artist page, where your ready-to-sell work will be available to collectors from around the world. Works on your Artsy page are sold exclusively through InLiquid.

Members can submit changes to their Artsy and Shop InLiquid at any time by contacting Cecilia McKinnon CECILIA@InLiquid.org

Individual Guidance

- Applying for a grant, residency, or fellowship? Connect with our development department to schedule a personal grant-writing consultation Katerina Lyon, KATERINA@InLiquid.org
- Applying for an exhibition at another location? Connect with our programming department and schedule a review and consultation by contacting our Program Director Clare Finin at CLARE@InLiquid.org
- Social media questions? Contact our Content and Communications Manager, Sam Davis SAM@InLiquid.org

Newsletter

Our General Newsletter goes out to over 8,900 subscribers each month, featuring InLiquid events, happenings, and news about our members. Current members can submit their upcoming exhibitions, solo shows, or just general news about themselves and their careers to the InLiquid team. Those who submit to the general newsletter will have a chance to be featured and have their updates broadcast to our large audience.

Members can submit news, updates, and promotions through the InLiquid website: <https://airtable.com/shrtkWW5xNbSeSJ4V>

Our Members Only Newsletter goes out to all the current InLiquid members and provides them with calls for entry, grant opportunities, residency opportunities, events, and happenings throughout the Philadelphia regional artistic community. This newsletter is meant to keep our members informed and up to date on opportunities to advance their careers as artists. The general public can submit opportunities for artists through the InLiquid website: <https://airtable.com/shr71MjNIYSvdudC6>.

Special email announcements to members will go out as needed to promote special events, important updates, spam warnings, or general announcements.

Additional Benefits

Current Benefits, programs and discounts are being added and updated regularly. Several programs and discounts are offered through partner organizations. You are entitled to a discount on your membership if you meet any of the following criteria, let us know if you qualify.

- A student actively attending an institution of higher education
- A Member of the Center for Emerging Visual Artists
- A Member of the Da Vinci Art Alliance
- Affiliated with the Main Line Art Center
- Affiliated with the 3rd Street Gallery, Philadelphia
- Affiliated with Philadelphia Mural Arts

Art Consulting Database

Our art consulting database is the source we draw from when we are curating collections of public and private entities throughout the region. If you choose to participate, your work will have a chance to be placed in the collections of public organizations, private companies, and private individual collectors. You are not obligated to submit any of your work to the database, but it is a marvelous opportunity to potentially get your art into curated collections. To join, <https://airtable.com/appyEpZvJ4yN42VCO/shr7cyAvgsHZdQmFN>

Exhibitions

New InLiquid members are invited to participate in the *New Now* group exhibition in the year they join. InLiquid does not guarantee inclusion in exhibitions beyond *New Now* as part of membership.

As a member of InLiquid, your artwork will be available for inclusion in InLiquid curated exhibitions alongside notable regional, national, and international artists.

Current InLiquid exhibition sites include InLiquid Gallery, Park Towne Place, Courtyard by Marriott Philadelphia South at The Navy Yard, East Market, The Graham Building, The National Old City Apartments, Old City Publishing, Park Towne Place Artist Studio Gallery, and additional special project spaces.

Exhibition proposals can be submitted at any time on our website, <https://airtable.com/appiYrm17qSzj66vB/shrD5Dg56dyKGqZwH>

Career Development

Your artistic practice is of utmost importance to us. As you know, being a successful artist requires more than making artwork. Building an audience, career, and stable foundation are crucial to your endeavors.

- At InLiquid, we share extensive opportunities for grants, fellowships, commissions, and more, as well as greater visibility for you and your work.
- InLiquid is planning workshops to help you reach your artistic and personal potential. Some topics include: Documenting your work, social media for Artists, IP Law and the Arts, writing a great statement, and more. Let us know what YOU would like to learn!
- InLiquid is a creative Community, and we hope to connect you with your fellow artists. Join us for monthly gallery openings and bi-monthly member only critiques.

Membership FAQ

Answers to some common questions we commonly receive

In what format should I submit my images, and how many images should I submit?

Submit new images for your portfolio page via this form <https://airtable.com/shrJ3spEiPlpgkgpq> or email to our Membership Coordinator Alyse C. Bernstein at ALYSE@Inliquid.org.

Please submit 10-15 images for a Basic Membership, and 25-30 images for the Premium Membership. JPGs are the preferred image file to submit, please do not submit TIFs or HEIC files.

Image files

- Note it is easier for us to size down an image file than size up.
- For the website the images should be no less than 72 DPI
- Pixels for the web should be no less than 2400 pixels wide
- Images should be at least 2 MB
- Please title your JPG files as LastName_Title.jpg
- If you are a video artist, please submit the videos as YouTube or Vimeo links so they may be embedded in your page.

How do I write my artist resume?

InLiquid uses the College Art Association Resume Guidelines as a style guide. We have a helpful guide on how to format your resume <https://issuu.com/inliquid/docs/inliquidresumeguidelines?fr=sZDA0YzIzOTA1NTY>. This is how we format everyone's resumes on their artist page.

Am I guaranteed an exhibition?

All new members will be given the opportunity to exhibit in the InLiquid Gallery in the new membr exhibition, *New Now*. Solo and additional group exhibitions are not guaranteed to members, but you can submit an exhibition proposal at any time: <https://airtable.com/shrD5Dg-56dyKGqZwH>.

Do the works I submit for my artist portfolio need to be for sale?

Works you submit do not need to be for sale. If you are interested in adding works to Artsy or InLiquid's consulting database, InLiquid's commission for the facilitation of sales is 40%. Pricing should be consistent with any other venue in which you have shown.

Do I need to live in the Greater Philadelphia area to be an InLiquid member?

You do not have to live in the area. InLiquid has had members from around the United States and around the world. Please keep in mind that when participating in the *New Now* exhibition and any other opportunities that may arise, you would be responsible for transporting or shipping your works to InLiquid's office at 1400 N American Street, Suite #314, Philadelphia, PA, 19122.