

Perdurabo Art Agency

From: **Tara Velez** (tara_velez@perduraboart.com) You moved this message to its current location.

Sent: Monday, August 12, 2002 6:22:37 PM

To: Tzvetanka Marinova (tzvetankamarinova@hotmail.com)

Dear Tzvetanka,

To continue with the application process, please send a copy of your resume with details regarding your art background, exhibitions, and awards received. We would also very much like to see some larger images of your work, as the ones displayed on the visualartarray.com site are quite small. The images and resume can be sent directly through email. Please send these materials as soon as possible so we can proceed.

Where are you located?

Sincerely,
Tara Velez
tara_velez@perduraboart.com
www.perduraboart.com

----- Original Message -----

From: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>

To: <tara_velez@perduraboart.com>

Sent: Monday, August 12, 2002 11:55 AM

Subject: Re: Contact for information

> Dear Tara,

>

> I am very grateful to you for the comprehensive answer.

> I wish to tell you once again how happy I feel that my paintings have

> caught the attention of the Perdurabo Art experts. Of course, I would
very

> much like to join Perdurabo Art. At the moment I am in the course of
> preparing 10 paintings which I want to be exhibited.
> I will gladly participate in in all that is offered by Perdurabo Art. I
have
> a couple of questions in this respect. What address shall I use to send
the
> images/paintings and how shall I pay my initial fee? How shall the phone
> contact be realized?

>
> Best regards,

>
> Tzvetanka

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> >From: "Tara Velez" <tara_vez@perduraboart.com>
> >To: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>
> >Subject: Re: Contact for information
> >Date: Thu, 8 Aug 2002 12:53:26 -0400

> >
> >Dear Tzetanka,

> >
> >
> >
> >Thank you for your interest in Perdurabo Art Agency. Our objective is to
> >help artists succeed in putting their art forward and to secure
> >opportunities for exhibiting and selling their work. Below, I have
provided

> >more information about Perdurabo Art and Perdurabo Art Agency. Further
> >details about our terms and application process have also been included.

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> >Perdurabo Art is comprised of four main divisions; these include the
> >Gallery, the Agency, the Shop and Web Design Services.

> >
> >Perdurabo Art Gallery:

> >The online gallery exhibits the work of a selected group of emerging and
> >established artists. It functions similar to a traditional gallery. The
> >gallery is established only in the United Kingdom and deals with artists

on

> >a one to one basis. Applications are considered by the United Kingdom
> >office. This option involves a higher commitment from both the artist and
> >the gallery. The contracts are more exclusive than the agency and the
fees

> >and commission are negotiated on an individual basis. If you would like
> >more

> >information about this option, please contact gallery@perduraboart.com

> >

> >Perdurabo Art Agency:

> >We represent dedicated, contemporary artists through a comprehensive,
> >multilingual catalogue which is presented to targeted public and private
> >clients in Europe, the United States and Japan. Working as a traditional
> >agency and using the resources of Perdurabo Art, we distribute our
catalog

> >at an international level. This option is highly suitable for emerging
> >artists, as they can promote their work internationally through our
> >organization but are free to promote and exhibit with other galleries and
> >organizations as well. Some of the artists in the catalogue are also
> >invited

> >to take part in the gallery and shop.

> >

> >

> >Perdurabo Art Shop:

> >We also exhibit and sell artwork of emerging and established artists
> >worldwide through our online shop. The work is only promoted and sold
> >through our website. This option is more suitable for artists interested
> >in

> >making a one-off sale. We take a commission and there is a price per
> >artwork

> >exhibited to cover web costs, translation, etc. If you want more

> >information

> >about the shop, please contact shop@perduraboart.com

> >

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> >Perdurabo Web Design:

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> >Perdurabo Art Web Design is a unique service specializing in the display
of

> >art on the Web. We provide solutions to optimize the presentation of

> >artwork
> >on personalized, innovative websites. We acknowledge the personal needs
of
> >every individual and take into account the best way of displaying each
> >artwork. Our consultants are available to give advice, free estimations
and
> >to address any questions or concerns you may have. Apart from our basic
web
> >design services, we also arrange for web maintenance and marketing
through
> >Perdurabo Art.
> >
> >Our catalogue is currently being prepared, which is why we are accepting
> >artists of high caliber now. The majority of our team consists of highly
> >qualified professionals with experience in the art world and they are
> >united
> >in their effort to make this project possible. Perdurabo Art offers an
> >alternative to more traditional ways of promotion or to services based
> >solely on the internet. Our professional network allows us to personally
> >promote new and established contemporary artists on a truly global scale,
> >thus allowing artists to gain international recognition and secure
> >opportunities for selling, accepting commissions and exhibiting their
> >artwork.
> >
> >For one year of promotional services in the US, Europe and Japan, with
the
> >inclusion in our multilingual catalogue, we charge an initial fee of \$100
> >US
> >dollars and a commission of 35% from each artwork sold through the
> >Perdurabo
> >Art Agency. Since we use different means of promotion than traditional
> >galleries, such as our multilingual catalogue and a personal approach to
> >promotion, we ask for the initial fee to help with those extra costs
other
> >galleries do not incur. The inclusion of this fee allows us to reduce the
> >commission. In this way, we feel that the artist benefits more from the
> >sale
> >of the artwork. Our methods enable us to better accomplish our objectives
> >and help each artist achieve his/her goals.
> >
> >If you are interested in being promoted by Perdurabo Art Agency, please

let
> >me know as we have a limited number of places. I would like to stress
that
> >we will require up to 10 digital images and CV/resume details in due
> >course.
> >Also, a phone interview and viewing of the artwork, if possible, will be
> >arranged in order to continue with the selection process.
> >
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> >
> >Best regards,
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> >
> >Tara Velez
> >
> >US Art Consultant
> >
> >tara_velez@perduraboart.com
> >
> >www.perduraboart.com
> >
> >
> >
> >----- Original Message -----
> >From: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>
> >To: <tara_velez@perduraboart.com>
> >Sent: Thursday, August 08, 2002 10:00 AM
> >Subject: Contact for information
> >
> >
> > > Dear Tara Velez,
> > >
> > > I just opened my e-mail today and was pleased and very happy to find
> > >the
> > > message of Sachiko Nishihara from Perdurabo Art Agency, Japan.
> > > I guess that it is a lady's name, if not please excuse me and correct
me.
> >She
> > > writes that she has seen some of my works and finds them
interesting.

> >She
> > > believes that my art can be sucesfully promoted at an International
> >level.
> > > She explaned to me about Perdurabo Art Agency, Gallery and Shop and
gave
> >me
> > > your address for more information and discussions, how to make my
> > > application, etc.
> > >
> > > I would be very grateful to hear from you soon. I respond here
> >immediately,
> > > but meanwile I shall read thoroughly your website.
> > >
> > > Best regards,
> > > Tzvetanka Marinova
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> > > Chat with friends online, try MSN Messenger: <http://messenger.msn.com>
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> MSN Photos is the easiest way to share and print your photos:
> <http://photos.msn.com/support/worldwide.aspx>

Re: Receipt of contract

From: **Tara Velez** (tara-velez@perduraboart.com) You moved this message to its current location.
Sent: Tuesday, September 10, 2002 5:47:02 PM
To: Tzvetanka Marinova (tzvetankamarinova@hotmail.com)

Dear Tzvetanka,

I received your jpeg. The size is fine but the quality of the image is very poor. It is very much out of focus and pixelated, that is, you can see the computerized divisions of color.

Please let me know if you have any questions about image quality. Keep in mind that once you save an image with a certain dimension, you cannot make it larger or save it in a larger dimension without losing image quality.

Sincerely,

Tara

----- Original Message -----

From: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>

To: <tara_velez@perduraboart.com>

Sent: Tuesday, September 10, 2002 3:59 PM

Subject: Re: Receipt of contract

>
> Dear Tara,
>
> I am still working on Artist Form, selecting the 10th oil paintings.
>
> Now I am sending you one of them, just to ask you is it OK with the
> dimensions that you required.
>
> The name of it is: THE CHILD OF THE UNIVERSE.
>
> Best regards,
> Tzvetanka
>
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>
> >From: "Tara Velez" <tara_velez@perduraboart.com>
> >To: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>
> >Subject: Receipt of contract
> >Date: Sun, 1 Sep 2002 15:43:20 -0400
> >

> >Dear Tzvetanka,
> >
> >I have received your contract by mail.
> >
> >Thank you and best regards,
> >Tara
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> _____
> MSN Photos is the easiest way to share and print your photos:
> <http://photos.msn.com/support/worldwide.aspx>
>

The Sea & Artist forms

From: **Tara Velez** (tara-velez@perduraboart.com) You moved this message to its current location.
Sent: Thursday, September 26, 2002 6:44:40 PM
To: Tzvetanka Marinova (tzvetankamarinova@hotmail.com)

Dear Tzventanka,

The images are much better. The only one that is missing is a larger version of *The Sea*. Also, please send the completed artist forms as soon as possible, as we are nearing the completion of the catalogue.

Thanks and best regards,
Tara

Re: "thought-over" prices

From: **Tara Velez** (tara-velez@perduraboart.com) You moved this message to its current location.
Sent: Wednesday, October 09, 2002 12:03:32 PM
To: Tzvetanka Marinova (tzvetankamarinova@hotmail.com)

Hello Tzvetanka,

I apologize for not replying sooner. I will think about the prices and respond later this afternoon.

Sincerely,

Tara

----- Original Message -----

From: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>

To: <tara-velez@perduraboart.com>

Sent: Wednesday, October 09, 2002 12:37 PM

Subject: "thought-over" prices

> Dear Tara,

>

> May be I am a bit impation, but I eager to hear from you about the business

> part of our co-work. To me the main problem seems to be in the prices that I

> have already suggested.

> Of course, I want very much my paintings to be sold, now that I feel ready to offer them to the people.

>

> Tara, now I am sending you new, "thought-over" prices, which I think will be

> acceptable to the esoteric art lovers.

>

> 1. THE GATE OF STARS = \$5000.-

> 2. ENCOUNTER OF DIMENSIONS = \$1500.-

> 3. WHERE DO OUR DREAMS WANDER? = \$4000.-

> 4. THE ENDLESS DANCE OF UNIVERSE = \$2500.-

> 5. THE CHILD OF UNIVERSE = \$5000.-

> 6. MEDITATION = \$3000.-

> 7. THE ROAD = \$2500.-

> 8. ICARUS/THE FLIGHT OF THE SOUL = \$2000.-

> 9. THE SEA = \$5000.-

> 10. THE TEMPEST = \$2000.-

>

> I will be very, very glad if you feel at ease to discuss with me this
> financial problem or everything about my works.

>
> I'll be happy to hear from you soon.

>
> My best regards,
> Tzvetanka

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> >From: "Tara Velez" <tara-velez@perduraboart.com>
> >To: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>
> >Subject: Re: Completed Artist Form
> >Date: Wed, 2 Oct 2002 14:05:57 +0100

> >
> >Dear Tzvetanka,

> >
> >I have received the Artist Forms, the poems and the final image. The Sea,
> >along with The Tempest, are two of my favorite works from your portfolio.

I
> >love their dynamic qualities.

> >
> >Your descriptions for each work are very thoughtful and I will be able to
> >use excerpts from your poems in the descriptions of the respective
artwork.

> >Thank you for providing the poems.

> >
> >I usually do not advise artists with regards to the price of their
artwork.

> >The factors that increase the price are commission, packaging costs,
hours

> >of work, materials, your experience, reputation, etc. The factors that
> >decrease the price are competitive factors. If you want your work to be
> >sold faster or if you want to market your work using intermediaries (such
> >as galleries to exhibit your works, art dealers, etc) who will add their
> >own commission on top of the price you have stated in your artist forms,
> >then it is suggested you bear that in mind and perhaps lower the price.

> >
> >I hope my comments have helped. If you have any further questions or
issues
> >you would like to discuss, please feel free to ask.
> >
> >Best regards,
> >Tara
> >
> >
> >----- Original Message -----
> >From: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>
> >To: <tara-velez@perduraboart.com>
> >Sent: Wednesday, October 02, 2002 9:55 AM
> >Subject: Completed Artist Form
> >
> >
> > > Dear Tara,
> > >
> > > I am eager to know whether you have received the completed Artist
Form,
> > >the
> > > image of The SEA, and my poems? I sent all of them last Monday.
> > >
> > > I would like very much to hear your comments and discuss with you some
> > > points, like the description of my works, the prices, etc.
> > >
> > > Best regards,
> > > Tzvetanka
> > >
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> > > MSN Photos is the easiest way to share and print your photos:
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> > >

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Re: "thought-over" prices

From: **Tara Velez** (tara-velez@perduraboart.com) You moved this message to its current location.

Sent: Wednesday, October 09, 2002 1:48:10 PM

To: Tzvetanka Marinova (tzvetankamarinova@hotmail.com)

Dear Tzvetanka,

I think that the new price range you have sent is fine. The most important thing is that you feel comfortable with the prices you have set. Once the catalogue is distributed and we begin receiving feedback from buyers, we can pass that important feedback to you.

I will put the new prices into the catalogue. If you have any further questions or concerns, please let me know.

Sincerely,
Tara

----- Original Message -----

From: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>

To: <tara-velez@perduraboart.com>

Sent: Wednesday, October 09, 2002 12:37 PM

Subject: "thought-over" prices

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> Tzvetanka

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> >To: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>

> >Subject: Re: Completed Artist Form

> >Date: Wed, 2 Oct 2002 14:05:57 +0100

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> >Tara
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> > > Best regards,

> > > Tzvetanka

> > >

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