



POLYCHROME

FAQs for prospective artists

1) Q - What exactly is POLYCHROME?

A - POLYCHROME is a collaborative of artists with a common goal of providing beautiful, original, on-trend surface pattern artwork to manufacturers of consumer product. Our primary customer is the women's fashion apparel industry, but we are also happy to work with other apparel markets as well as accessories, paper, gift, and home goods companies.

2) Q - How does POLYCHROME sell the work?

A - We sell our work and services through our online marketplace. All our artwork is in digital format and completely downloadable. As is common in the fashion industry, the designs are sold with a ***transfer of copyright***.

3) Q - Does POLYCHROME offer any other services/ products?

A - Yes! The same trend information that our designers are adhering to to create all their beautiful designs is available to our site members through various subscription levels on the site. Also, for an additional fee, we are happy to offer artwork services and editing for clients who may need this. In many cases, the same artist who worked on a particular piece of original artwork can do the editing work for a client.

4) Q - What kind of artists contribute to POLYCHROME?

A - Many different kinds of artists are currently working with us. We have painters, collage artists, watercolorists, sketchers, as well as textile pattern designers, fashion designers, and more. There are two very general groups:

- Artist 1 can deliver upload ready artwork. The artwork is in seamless repeat, in easily editable layered files and meets our other technical requirements for it to be ready for our clients.
- Artist 2 does deliver a digital image, but it is not upload ready art and their work will need to be processed by us to be ready for sale on our platform. "Processing" may include, but is not limited to: putting the image or elements of the image into repeat, layering the file so the client will be able to edit if needed, reducing colors, etc.

After we have reviewed your work, and determined with you which category you are most comfortable working in, we will send you the most appropriate Design Contributor's Agreement.

5) Q - How does POLYCHROME differ from other print pattern reps?

A - there are many different pattern reps out there producing beautiful work. Here are some things that we do that make us stand out:

- True Repeats: that's right, no eyeballing it. The majority of our collection is repeat patterns. If we say a pattern is in repeat, it really, technically, is.
- Easily editable files: Most of our clients will not be using our artwork as is no matter how much they may love it. Once they purchase, they may need to alter it in any number of ways, from extracting a motif, changing colors, or rescaling. We are going to make this easy for them.
- Cohesive Trend stories of pattern: Although we want all your individual styles of working to shine through, we believe the print collection will be much stronger if driven by trend groups. Each of our designers is provided with our trend directions and Adobe compatible color palettes to make sure that the individual prints sit well together in their respective and intended trends. That way, all of the diverse work we have has a sense of cohesion at the same time.
- Diversity of artists: we think that including the perspective of artists from many different disciplines lends a unique feel and fresh perspective to the collections. That is why it is important to include fine artists work as well as that of veterans of the fashion industry and seasoned textile pattern pros.

6) Q - sounds AWESOME - what happens once I join?

A - In order to join, you will need to sign the Design Contributor's Agreement. After that, we will provide you with links to join our shared folders of trend and color info, our company branding doc, and links to join our secret Pinterest boards, which everyone is invited to contribute to and where we build out our ideas for future trend. And you can start submitting your gorgeous designs right away.

other important things to note:

Questions regarding how and when contributors get paid, whether artists can show your work with other venues, and copyright retention.

All these questions are better answered in our Design Contributor's Agreement, which you will need to sign in order to become a contributing artist with us. Once we have reviewed your work and determined if your work would be a good fit for our brand, we will send the appropriate Design Contributor's Agreement out to you. Please review the document carefully and let us know if you have any further questions before signing.

One last point.....

It goes without saying, but all materials provided to you including: items in our shared files, contracts, 'secret' pinboards on Pinterest, etc., are not to be shared with anyone else outside our organization. It is sensitive material and we expect you to keep it to yourself and only for use on POLYCHROME projects - thank you!