

CORPORATE ART SALES AND ART CONSULTING

Companies, healthcare providers, restaurants, nonprofit organizations, and more are choosing GALLERIA RED™ for original art sales, rentals and art consulting services to bring Michael Bell's original art into their workplaces. Whether you prefer to rent or buy, you can enjoy contemporary fine art in your workplace at a surprisingly affordable price.

Why rent art?

Art rentals allow you to refresh your surroundings as often as every three months. In addition you can receive tax benefits when you rent art for a business by deducting rental fees as an operating expense.

Art Consulting Services

Selecting work, arranging delivery and installation, and sorting out payment schedules is time consuming and usually near the bottom of a long list of priorities for busy professionals. Choosing art, however, should be fun and stress free; this is where GALLERIA RED™ comes in. Armed with digital cameras and tape measurers, our consultants will meet with you to tour your offices and then prepare a customized portfolio for your approval. At your request, our consultants can facilitate delivery and installation and work with you in an on-going manner to rotate your collection on a regular basis. **(Additional fees apply)*

Working With Interior Designers to Stage a Space

Stagers and designers appreciate the wide selection, great quality, and tremendous value of Michael Bell's art. As a "Celebrity Artist" to the Stars Michael Bell has painted, by commission, some of the most famous people of our time, including actors from: *The Sopranos, CSI: Miami, Law & Order, Goodfellas, A Bronx Tale, Casino, and more.* Backed by an impressive clientele list, Michael Bell is the perfect choice for your unique vision. Please email info@galleriared.com for more information.

Rental Basics

- You can select work on your own or work with one of a GALLERIA RED™ art consultant.
- Rental contracts are for 3 month increments.
- After 3 months, you can purchase the work, continue to rent, select new work or terminate the rental contract and return the artwork to GALLERIA RED™.
- 50% of the rental fee is applied to the purchase price.
- Rental payments can be deducted as operating expenses.

Why do organizations and designers choose artwork by Michael Bell?

Fine art can create a welcoming environment for visitors, soothe patients, and stimulate conversation among colleagues. Because of our commitment to showing the works of one of the country's most famous living artists, renting from GALLERIA RED™ is also a great way to demonstrate support of Michael Bell and his artwork. In addition, we provide exceptional service and convenience.

WHY RENT ART?

To try before you buy

We want you to be certain you love the artwork you select. Renting from GALLERIA RED™ lets you live with a painting by Michael Bell before making the commitment to purchase it. Although you can rent any work of art for as many three-month rental terms as you like, at the end of each rental term you have the option to buy the work. GALLERIA RED™ will apply 50% of the rental fees paid toward the purchase price.

To create new views

Renting art lets you change the look of your home or office, or the theme of your restaurant or club very easily. Who doesn't need a change of scenery now and then?

To liven up the workplace

Original paintings provide a sophisticated finishing touch for workplaces as well as homes. Renting art allows Michael Bell's corporate clients to enhance their offices with the work of some of the finest artwork from his thematic series collections. In addition, you can treat the cost of renting artwork as an operating expense, which then, reduces taxes.

Can artwork by Michael Bell be delivered locally or shipped out of town?

Local delivery can be arranged. **(Additional fees apply)* Artworks shipped out-of-town are sent well packed and fully insured by ground or air freight. Shipping costs are the responsibility of the purchaser, and GALLERIA RED™ cannot refund your shipping costs as these are paid to a third party for services actually rendered.

How is pricing determined?

Our goal is to offer the best possible rental prices while still appropriately valuing the quality of each artwork by Michael Bell. Pricing originals is determined by size and medium, by considering the degree of exposure and demand the artist, Michael Bell and the prices at which Michael Bell has sold work in the past. This is our best indication of how collectors already value the work. Because each work of art is unique, assigning a price to a particular piece is a delicate task. However, as with most products, the cost of time and materials are loosely reflected in our prices. For example, oils are generally more expensive than acrylic, canvas more expensive than paper, frames add to the cost, larger works tend to be more expensive than smaller works, etc. We also take into consideration the prices of comparable work currently exhibited. Rentals are 10% of Original Value.

GALLERIA RED™ does not participate in the practice of negotiating prices. Our objective is to make the purchase of art as easy and straightforward as possible.

Who rents art?

Corporate clients include: Hotels, Nightclubs, Restaurants, Hospitals, Doctors Offices, Government Offices, Not for Profit Organizations, Interior Designers, Architects, Home Stagers and more.

Browse the inventory

View Michael Bell's online art gallery at: <http://mbellart.com/gallery.html>

ART RENTAL FEE STRUCTURE (10% of Original Value)

PURCHASE PRICE	RENTAL PRICE PER MONTH (3 month minimum)
\$1,000 to \$1,499	\$150
\$1,500 to \$1,999	\$199
\$2,000 to \$2,499	\$249
\$2,500 to \$2,999	\$299
\$3,000 to \$3,499	\$349
\$3,500 to \$3,999	\$399
\$4,000 to \$4,499	\$449
\$5,000 to \$5,499	\$549
\$5,500 to \$5,999	\$599
\$6,000 to \$6,499	\$649
\$6,500 to \$6,999	\$699
\$7,000 to \$7,499	\$749
\$7,500 to \$7,999	\$799
\$8,000 to \$8,499	\$849
\$8,500 to \$8,999	\$899
\$9,000 to \$9,499	\$949
\$9,500 to \$9,999	\$999
\$10,000 to \$10,499	\$1,499.00
\$10,500 to \$10,999	\$1,999.00
\$11,000 to \$11,499	\$1,499.00
\$11,500 to \$11,999	\$1,999.00
\$12,000 to \$12,499	\$1,249.00
\$12,500 to \$12,999	\$1,299.00
\$13,000 to \$13,499	\$1,349.00
\$13,500 to \$13,999	\$1,399.00
\$14,000 to \$14,499	\$1,449.00
\$14,500 to \$14,999	\$1,499.00
\$15,000 to \$15,499	\$1,549.00
\$15,500 to \$15,999	\$1,599.00
\$16,000 to \$16,499	\$1,649.00
\$16,500 to \$16,999	\$1,699.00
\$17,000 to \$17,499	\$1,749.00
\$17,500 to \$17,999	\$1,799.00
\$18,000 to \$18,499	\$1,849.00
\$18,500 to \$18,999	\$1,899.00
\$19,000 to \$19,499	\$1,949.00
\$19,500 to \$19,999	\$1,999.00
\$20,000+	\$2,000.00 +

ART DEALERS ACCOUNT

GALLERIA RED™ is the exclusive distributor and wholesale supplier of Michael Bell's contemporary art originals & fine art prints. We work directly with art galleries, interior designers, architects, frame shops, high end contemporary retailers in the art industry.

WE CURRENTLY OFFER TWO OPTIONS FOR ART DEALERS:

Option A: *65% off on original works and 30% off on limited edition prints and posters.* A minimum purchase of \$10,000 (US) is required to take advantage of these prices. You can mix and match prints and originals to reach the \$10,000 mark. This option is perfect for high volume sellers, architects and decorators with large scale projects.

Option B: If you wish to buy individual pieces for your gallery without meeting the minimum purchase requirement of \$10,000, your gallery receives a *50% discount on all originals and 15% discount on limited edition prints and posters.* You can print out the available listings of paintings and prints that most apply to your clientele in the gallery section of <http://mbellart.com> or if you prefer we can e-mail you a .pdf catalog of the available paintings per category as seen online. Your client picks the painting he/she wants to buy from the catalog, you process the sale for its retail price + shipping and you order the painting directly from GALLERIA RED™ at our wholesale price. The painting will arrive to your gallery/location packaged and ready to present to your client.

To apply for a dealers account please fill in the form below. Select the option you would like to receive the above discounts. To qualify for our dealers program your business needs to be categorized in the art industry as art gallery, art dealer, interior design or decorator, architects, furniture showroom or any other qualified art business. You can also apply for a dealers account by calling the studio/gallery at: 212.991.8720

Company Name:	<input type="text"/>	*
Contact Name:	<input type="text"/>	*
Title:	<input type="text"/>	*
email address:	<input type="text"/>	*
Company Address:	<input type="text"/>	*
City:	<input type="text"/>	*
State:	<input type="text"/>	*
Zip Code:	<input type="text"/>	*
phone:	<input type="text"/>	*
Website URL:	<input type="text"/>	
Tax ID:	<input type="text"/>	*

Select the option that best applies to your business:

Option A *

Option B