

# RA

Royal Academy of Arts

## Summer Exhibition 2017

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## Information for Printmakers

For the first time in 2016 we made unframed prints available for sale online via the Summer Exhibition Explorer - an online fully illustrated list of works. This offered exhibitors the chance to reach a whole new audience around the world.

Over 140,000 users visited the online explorer and 8% of works were sold online.

In 2017 exhibitors will again have the opportunity to reach this wider audience by making unframed prints available for sale online, so that buyers can pay their deposits via the RA website or by telephone.

This means that a buyer can make an 'Offer to Purchase' for an artwork without having seen it in the galleries at the RA. This type of

sale is known as a 'distance sale'.

As in previous years, the exhibitor is the seller of the work with the RA forwarding the 'Offer to Purchase'. However, it should be noted, by offering to sell work online or over the telephone the exhibitor agrees to comply with the UK's distance selling regulations.

This means that when the exhibitor responds to the distance 'Offer to Purchase' they must inform the buyer of their fourteen-day right to cancel. Otherwise, the buyer is legally entitled to cancel their purchase and return the print for up to 12 months.

Please see section 9 of the Terms and Conditions for further details.