



Linda Plaisted, a professional photographer, has a Platinum account with Imagekind. "Celestial" by Linda Plaisted, [www.manymuses.com](http://www.manymuses.com).

# Images for sale

By Amanda Yeager

Imagekind offers an easy option for photographers and artists to sell their work

Selling art is not an easy task. Even legendary painter **Vincent van Gogh** had trouble – selling only one painting in his lifetime. Fortunately for modern day artists, help is available to display, market, and ultimately sell paintings and photography. **Imagekind Inc.**, Seattle, Wash., offers a place for artists to do just that.

Established in September 2006, Imagekind was created as an art marketplace at [www.imagekind.com](http://www.imagekind.com) allowing sellers to showcase their work while controlling markup and keeping profit.

"We sold this proposition to artists, and it took off. We now have more than 50,000 users with control over their art," says Imagekind Chief Executive Officer **Kevin Saliba**. "Artists worldwide are using the service, and customers worldwide have access to international art."

## For the artists

Artists begin by creating a Free, Pro, or Platinum account. Free accounts include 200MB of storage and bandwidth allowance, one gallery with up to 24 images, and 15 percent commission on frame sales.

Pro and Platinum accounts are for more serious users. The Pro account features 400MB of bandwidth, unlimited galleries with up to 50 images each, unlimited storage allowance, and priority site placement. Pro accounts are \$7.99 per month. Platinum accounts feature unlimited bandwidth and storage, as well as unlimited galleries with unlimited photos. Platinum accounts are \$11.99 per month or \$94.99 annually.

Sellers can upload photos from their **Flickr** accounts straight from their PCs, or mail in CDs to Imagekind for uploading into their galleries. Artists receive a specific web address for their galleries, and are given tools to market their work, including buttons and banners for websites, and marketing tips and tricks.

Another popular feature of the Imagekind service is the ability to password protect certain galleries, says Saliba. This is especially handy for wedding photographers who want to give exclusive access to photos.

“Wedding photographers are often passionate about shooting images throughout the event, but dealing with selling the photography is a lot of work,” he says. “These photographers can create private galleries and choose their markup, and we do the printing and framing.”

## Options galore

Once uploaded, images are ready for pricing. The artist determines markup for each image and can set the markup at various levels. The gallery or portfolio level sets the markup on a batch of images, but there is also an advanced markup feature for individual images.

Imagekind also offers several print sizes, paper choices, and custom framing options for work sold on the site.

“We feature 10 different paper types with varying sizes, and 170 different customized frames,” says Saliba.

Customers purchasing an image through Imagekind can choose from Enhanced Matte, Premium Photo Glossy, Somerset



Amateur photographer Chris Prestel has sold copies of his image, “Red Benches of Switzerland,” using Imagekind.

Velvet Fine Art, Ultrasmooth Fine Art, Premium Photo Luster, **Hahnemühle** Torchon Fine Art, Hahnemühle Photo Rag, and Fine Art Pearl paper styles. Each paper comes with different pricing, depending on the size and quality desired.

Imagekind does all the printing in two facilities – one in Seattle, Wash., and one in Portland, Ore. The company uses **Epson** printers to create giclee fine-art prints for customers.

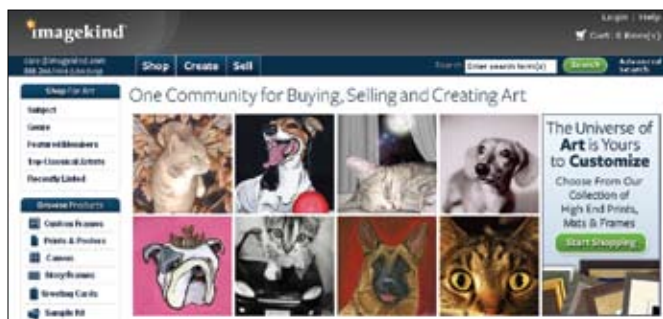
The custom framing option is also popular among customers. “More than half the individuals purchasing art from Imagekind have that art framed,” says Saliba. “There are tabletop, custom, ready-made, and multi-opening frame options.”

Imagekind outsources all framing orders to **Northwest Framing** in Seattle, Wash.

## Partnerships and perks

Imagekind features several partnerships designed to benefit artists and customers alike, says Saliba.

The company partners with the **Flickr** photo sharing site, owned by **Yahoo! Inc.**, and allows site users to upload images straight from their Flickr galleries. Imagekind also has an agreement with **Snafish by HP** to provide framing services for



Imagekind Inc. is an online community for buying and selling art.

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Snapfish members.

Much like the Snapfish agreement, a partnership between Imagekind and **Walgreens** allows photographers to turn their digital images into custom-framed art at <http://photo.walgreens.com/storeframes>. With Imagekind on Walgreens.com, customers upload images, choose from mat and frame offerings, and receive their art in a few days.

**Costco Wholesale Corp.** also works with Imagekind. The company chooses art from the site on a seasonal basis, and displays it on the Costco website, says Saliba.

## User perspectives

What do actual Imagekind users think of the service? Amateur photographer and graduate student **Chris Prestel** (<http://burtoonh.imagekind.com>) signed up for the service in February 2007.

“I was looking for a website that would host my images, preferably with the ability to sell them, while protecting my rights,” says Prestel. “I saw my images would be protected on Imagekind, and that was the selling point for me.”

Prestel, a self-taught photographer, shoots with a **Canon EOS Digital Rebel XT**. He maintains a Free account with Imagekind, and has sold numerous prints through the service.

“I enjoy the flexibility in price Imagekind offers, as well as the print quality and versatility in artwork on the site,” says Prestel. “A drawback is the promotion needed to get people interested in my work. Being an amateur photographer without a popular website, it’s hard to get people to look at my user page.”

Self-defined prosumer photographer **Can Balcioglu** (<http://canbalci.imagekind.com>) shoots with a **Nikon D300** and maintains a Pro account with Imagekind.

“I am very satisfied with the convenience of service and the quality of the Imagekind prints and frames,” says Balcioglu. “I know when I refer people to my Imagekind URL, they’ll get a good product if they decide to purchase.”

Balcioglu, who discovered Imagekind through a Flickr friend, recommends the service to fellow photographers.

“Imagekind is a promising channel that has led to additional sales of my photos as prints,” he says.

Imagekind isn’t designed solely for amateur users; professional artists use the service as well. **Linda Plaisted** (<http://manymuses.imagekind.com>), a professional fine-art photographer, shoots with a Canon 350D. She heard of Imagekind through colleagues on Flickr and **Utata.org**. She began with a Free account and upgraded to the Platinum option after a few months of using the Imagekind service. Her work is also featured on her website at <http://manymuses.com>.

“Imagekind is one of the few services offering the option of printing on fine-art papers,” she says. “The quality of framing is



Professional Photographer Notley Hawkins sells images shot with a Canon EOS Mark III 1D. “Chainsaw Shrine Redux.” Columbia, Mo. July 27, 2007. Digital Color Print, 20-by-30 inches.

really good, and the service is excellent.”

Plaisted, like Prestel, has concerns about the lack of publicity with the service.

“It’s a fantastic service, but the people who know about it seem to be fellow photographers and not nearly enough customers.”

Professional photographer **Notley Hawkins** (<http://notleyhawkins.imagekind.com>) has sold about 50 prints using Imagekind.

“I have a Platinum account,” he says. “It’s the best buy. I made my money back within a few weeks after joining.”

Notley, who shoots with a Canon EOS Mark III 1D, chose Imagekind to sell his photography for the “ease of use, high quality, and no headaches.”

Notley’s opinion seems to echo that of other users: Imagekind is a useful service for both amateur and professional photographers to exhibit and sell their images. ■