

# GUIDELINES FOR PRICING VISUAL ARTIST'S WORK

Artists' Association of Finland

A visual artist is a professional who is entitled to appropriate compensation for their work.

The Artists' Association of Finland has compiled these guidelines to help visual artists assess the compensation to be paid to them for various artistic tasks, expert tasks, teaching tasks and tasks related to public art. Visual artists can use the information when they agree on the price and terms of an assignment with an employer or a client. The guidelines may also help clients to estimate reasonable compensation to be paid for different tasks. These guidelines do not offer a view on the pricing of individual works of art.

Visual artists can work as self-employed, as registered companies or as employees. The chosen form of employment affects taxation, social security and invoicing. For example, a self-employed person basically invoices with a business ID and pays their statutory social security contributions (YEL insurance) themselves. Depending on the situation, a self-employed person may work either in paid employment or under a trade name. A self-employed person working on an assignment can also be paid trade income, i.e. compensation for work carried out, which is taxed at the rate indicated on their tax card. More information about the different forms of employment and their impact on artists can be found on the Artists' Association of Finland's **Kuinka elää kuvataiteella** website (in Finnish).

It is in the interests of both the client and the artist to agree on the terms in writing in advance. A payment schedule is agreed at the same time as the price for the work. Contract templates can be found on the Artists' Association of Finland's website.

The premise of these guidelines is that a visual artist is always a professional in his or her field when carrying out artistic work or performing tasks that require expert skills. The guidelines can be applied on a situation-by-situation basis: the artist is always responsible for determining the appropriate level of compensation.

*The guidelines have used as reference the recommendations of the culture and media trade unions and labour market organisations Akava Special Branches, the Union of Private Sector Professionals ERTO, the Art and Culture Professionals' Trade Union TAKU, the Finnish Union of University Researchers and Teachers, the Association of Freelance Journalists and the Finnish Reading Center, as well as the survey of paid compensation carried out by of the Artists' Association of Finland and the Art and Culture Professionals' Trade Union TAKU. The survey determined the levels of compensation paid for various tasks in the field of visual arts.*



# 1. ARTISTIC WORK

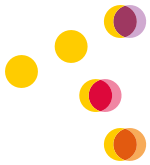
Artistic work includes:

- design and production of works of art, sketches and commissioned works;
- ancillary activities related to the presentation of works of art: planning of an exhibition or similar, transporting and hanging of works, curation, communications and meetings with the exhibition organiser.

When an artist holds an exhibition, the organiser of the exhibition – e.g. a museum, art gallery or other party – does not automatically pay them a fee for the production of the works of art displayed at the exhibition or the cost of materials for the works. However, artists are always entitled to be compensated for the work they do and to have an opportunity to negotiate their fee.

With regard to the production of works, it is reasonable to expect the exhibition organiser to pay the artist compensation for making the work, at least in the case of a commissioned work for an exhibition, such as a temporary or site-specific work, performance or installation agreed by the artist before the exhibition. This also applies to commissioned works for private use as well as commissions for works of public art.

Galleries do not usually exhibit commissioned works as such, but the artist often bears the costs of producing the work themselves for an exhibition at a gallery. The gallery provides the space and other services for exhibiting works and promotes their sale. The artist may, however, also negotiate the payment of expenses with the gallery if the exhibition contract and the gallery's practices allow this.



## PRICING OF ARTISTIC WORK

Artistic work is work that requires special skills, in which the artist has relevant education and expertise. The pricing of the work should, therefore, be similar to that of a demanding specialist job. The price consists of the time spent on the various stages of work and the costs incurred in carrying out the work. The level of education and experience of the artist also affects the pricing. It is recommended that artists keep a record of the working hours for invoicing purposes.

Examples of the stages to include in the pricing:

- design;
- preparation of drafts;
- work on the work of art;
- other content-related activities, such as communications.

Examples of other costs incurred in carrying out the work:

- cost of materials;
- cost of the workshop;
- equipment and software;
- telephone and telecommunications;
- accounting;
- indirect expenses such as statutory social security contributions and insurance;
- health care and well-being at work.

### **Please note:**

When pricing a work, it must be taken into account that visual artists pay taxes, statutory social security contributions and other expenses incurred in carrying out the work. In addition, VAT (10% or 24%) is always added to the minimum compensation recommendations or compensation levels mentioned in these guidelines if the artist is subject to VAT.

Artists can use [Freetyön palkkiolaskuri](#), an online calculator, to determine how much they should invoice for a particular job in order to their cover personal expenses and the number of hours to be invoiced.



### Travel and daily allowances:

It is recommended that travel expenses, daily allowances and the cost of accommodation required to complete the task be reimbursed in accordance with the State Travel Regulations, usually payable at the price of the cheapest public transport.

### Artistic work can be invoiced either on an hourly or monthly basis, depending on the nature and duration of the assignment.

The total compensation for hourly work is calculated by multiplying the number of hours spent on the artistic work by the hourly rate. The hourly rate can be determined on the basis of TAKU's minimum rate recommendation or the museums' collective agreement, according to the minimum hourly rate paid for demanding specialist tasks, for example.

TAKU's minimum rate recommendations are suitable for pricing long-term, employment-type work. Preparatory work and other expenses incurred in carrying out the work must also be taken into account in one-off tasks.

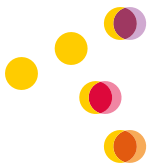
TAKU's minimum rate recommendation for those working in the private sector, those who have a master's degree in culture-related subjects and those who perform demanding specialist tasks is as follows:

In the Helsinki metropolitan area	EUR 21–27/hour
Elsewhere in Finland	EUR 17–25/hour

Taku's minimum rate recommendation for those working in specialist roles in the field of arts and culture in the private sector is as follows:

In the Helsinki metropolitan area	EUR 18–21/hour
Elsewhere in Finland	EUR 17–20/hour

\* The minimum hourly rates do not include VAT.



In the case of a long-term project, a monthly rate may be a more appropriate calculation method. The monthly rate can be determined on the basis of TAKU's minimum rate recommendation or the museums' collective agreement for 2020, for example. These recommendations for employment relationships in similar sectors can be used as benchmarks in determining compensation levels in the visual arts sector.

TAKU's minimum rate recommendation for those working in the private sector, those who have a master's degree in culture-related subjects and those who perform demanding specialist tasks is as follows:

In the Helsinki Metropolitan Area	EUR 3,373–4,233/month
Elsewhere in Finland	EUR 2,787–3,990/month

Taku's minimum rate recommendation for those working in specialist roles in the field of arts and culture in the private sector is as follows:

In the Helsinki Metropolitan Area	EUR 2,827–3,336/month
Elsewhere in Finland	EUR 2,693–3,179/month

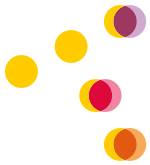
ERTO's minimum wage recommendation for graphic designers working as employees in creative design, production and implementation is, depending on work experience, as follows:

In the Helsinki Metropolitan Area	EUR 3,244–4,037/month
Elsewhere in Finland	EUR 2,417–3,022/month

When a visual artist carries out work in a museum, e.g. in relation to an exhibition, compensation for said work should at least comply with the museums' collective agreement. Its minimum wage recommendation, depending on the nature of the job and the level of qualifications, is as follows:

	1893,20–2352,44 € / kk
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\*The minimum monthly rates do not include VAT.



## **An exhibition payment is compensation for an artist's contribution to an exhibition at a museum**

An exhibition payment, which is a fee that a museum is committed to paying the artist for the work they have done for an exhibition at the museum, is already used in many countries in Europe. This model has also been applied in Finland. More information about the exhibition payment model can be found on the Artists' Association of Finland's campaign page [nayttelypalkkio.fi](http://nayttelypalkkio.fi) (in Finnish).

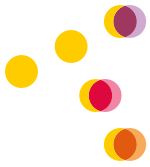
Art museums in Finland do not have uniform practices regarding exhibition payment yet, so this guideline can also be applied when pricing work carried out in relation to an exhibition held at a museum.

## **Look after your copyright**

Artists are legally entitled to royalties when their works are displayed in museums or images of their works are used in publications, for example.

When an artist enters into an agreement with a buyer or commissioner, the copyrighted use of the work must be agreed on at the same time. Copyright gives the artist the exclusive right to decide on the use of his or her work. The contract often states that "all copyrights remain with the artist". The artist can, however, transfer – i.e. sell – his or her copyright for a fee. The fee depends on issues such as the extent of the transfer of copyright (rights may be transferred in whole or in part, indefinitely or for a fixed period), the use and principle of compensation (the fee can be paid on the basis of the times the work is used or as a lump sum).

Please see more details on the [Kuvasto website](#).



## 2. PUBLIC APPEARANCES

Visual artists carry out expert tasks when they appear as a speaker or panellist at events. Public events related to exhibitions, such as presentations and meetings with the public in museums and galleries, are also public appearances.

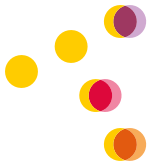
It is recommended that these kind of appearances are priced and agreed on a case-by-case basis, depending on the parties involved.

When determining the fee, it is advisable to take into account the size and financial resources of the exhibition organiser. Many galleries, for example, still charge artists for exhibitions or have only recently been able to waive this charge. Artists can, however, also negotiate a fee for appearances with galleries, or they can suggest a reduced rate for the charge for an exhibition against an appearance or other jobs.

In terms of corporate events or other commercial operators, the fee may be higher depending on the party and the situation, and the venue or media (such as a TV show, free event or lecture hall) also affects the fee.

When pricing a job, artists need to take into account time spent preparing and travelling, and any travel and accommodation expenses are to be added to the fee.





The Finnish Reading Center recommendations can be used as the basis for determining the level of pricing:

Artist appearance, 45 minutes, and discussion with the audience

- 1 appearance EUR 250
- 2 appearances on the same day EUR 400

Panel discussion

- from EUR 150–300, depending on the number of participants and the workload

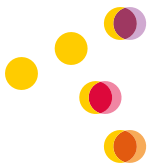
Prepared lecture, 45 minutes, and discussion with the audience

- EUR 350-800, the fee is agreed with the artist on a case-by-case basis

\*Prices do not include VAT

When an artist gives a speech or a lecture, they may also be requested to publish it in writing. This should be taken into account when pricing the job: the publication of the text should not be included in the fee for the speech or lecture.

Please note that an introduction, lecture or presentation given at an event may not be recorded, streamed live or otherwise recorded without the permission of the performer.



## 3. WRITTEN ASSIGNMENTS

The compensation recommendations by the [Finnish Union of University Researchers](#) and [Teachers or the Association of Freelance Journalists in Finland](#) can be used as the basis for pricing various types of written work such as articles or reports.

### **According to the recommendations of the Finnish Union of University Researchers and Teachers**

- The minimum compensation for a requested article in a non-fiction book, a newspaper article or a similar text with a precisely defined theme, length, due date and other characteristics, is EUR 185 per sheet, but at least EUR 759 for one individual text.
- The minimum compensation for a text offered by the author themselves is EUR 140 per sheet. If the compensation is determined by the length of the text, the compensation should be at least EUR 140 per sheet.

A sheet here refers to approximately 2,200 characters (including spaces) or approximately 28–30 lines of text.

\*Prices do not include VAT

### **According to the recommendations of the Association of Freelance Journalists**

- for editorial texts, such as columns and other texts, the minimum fee is EUR 68 per hour, EUR 255 per half working day, EUR 509 for one whole working day, EUR 1,018 for two working days and EUR 10,190 for four working weeks.

When the artist pays taxes, pension and social security contributions and other expenses incurred while working, these need to be taken into account in the fee.



## 4. TASKS RELATED TO PUBLIC ART PROJECTS

In public art projects, an artist's specialist tasks include – in addition to the execution of the work of art – providing peer reviews and judging art competitions, specialist tasks in art projects as well as attending planning and site meetings.

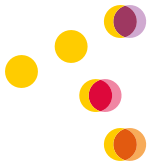
### I PEER REVIEWS AND PANELS OF JUDGES

In art competitions approved by the Artists' Association of Finland that comply with the Association's competition rules, the artist members of the panel of judges are awarded a fee on a competition-by-competition basis, taking into account the size, scope and nature of the competition (open or invitational competition) as well as the time required and workload. For tasks requiring artistic expertise, the guidelines in section 1) Artistic work can be applied.

**The Artists' Association of Finland has these guidelines for organisers of competitions:**

An open competition	EUR 1,000–2,000/artist member of the panel, taking into account the number of entries submitted
A large open competition with 60-90 entries and several panel meetings	EUR 3,000/artist member of the panel
An open competition in two stages with several dozen entries:	EUR 4,000/artist member of the panel
An invitational competition	EUR 1,000/artist member of the panel
A small invitational competition for three artists in which the panel work takes less than one day	EUR 500/artist member of the panel
Parallel commission for sketch	EUR 500–4,000/artist member of the panel, taking into account the size of the project and the time required for the review

\*Prices do not include VAT



The final total fee for a peer review is determined by the overall budget of the competition and other competition-specific factors. Artist members are also reimbursed for travel expenses in accordance with the [State Travel Regulations](#) (in Finnish).

In invitational competitions approved by the Artists' Association of Finland that comply with the Association's competition rules, organisers of competitions are instructed to set aside EUR 3,000 for each participant for making a draft, unless otherwise agreed.

With respect to Section 4, the guidelines will be supplemented when the Association's public art strategy process is completed.

## II FEES FOR ATTENDING MEETINGS

A fee is paid for attending meetings if this is not included in the total project fee. The level of the fee is determined on a case-by-case basis depending on the nature and duration of the meeting. The fee can be based on the Ministry of Finance's recommendation, for example.

A meeting that lasts more than an hour:

- the chair: EUR 75, other participants: EUR 45 euros

A meeting that lasts more than three hours:

- the chair: EUR 110, other participants: EUR 70 euros



## 5. TEACHING

A visual artist can work as a teacher or instructor in educational institutions of various levels and in leisure activities in the field of visual arts: in primary schools, basic art education, adult education centres, secondary schools, private art schools, universities of applied sciences and universities.

### I TEACHING TASKS

The salary paid for teaching duties usually depends on the collective agreement applied by the party organising the teaching. There are a total of nine collective agreements in the field of education, and their terms are negotiated by the Trade Union of Education in Finland, [OAJ](#).

A teacher's salary generally consists of two basic components: a salary based on the job title and bonuses based on work experience. The salary may also include separate allowances for other duties.

In cases of one-off jobs, it is worth noting that the fees paid by many educational institutions are fixed in advance and based on the collective agreements in the field of education.

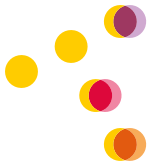
### II WORKSHOPS

The Finnish Reading Center recommendations can be used as the basis for determining the fees:

Groups of up to 25 people

- 1 workshop (2 lessons) EUR 300
- 2 workshops (4 lessons) EUR 450
- 3 workshops (6 lessons) EUR 600

\*Prices do not include VAT



ARTISTS'  
ASSOCIATION  
OF FINLAND

If the artist uses his or her own equipment or materials in the workshops, this must be taken into account in the asking fee. Any time spent preparing and travelling must also be taken into account in the pricing.

It is recommended that pricing be agreed on a case-by-case basis. The above recommendation concerns holding workshops in educational institutions.

Travel and daily allowances: it is recommended that travel expenses, daily allowances and the cost of accommodation be reimbursed in accordance with the State Travel Regulations, usually payable at the price of the cheapest public transport.

Please note that the above is not a comprehensive list of the tasks included in a visual artist's job description.

### **Sources:**

[Taku's minimum rate recommendation](#)

[The Finnish Union of University Researchers and Teachers' compensation recommendation](#)

[The Association of Freelance Journalists' guidelines for pricing](#)

[Akava's compensation recommendation for 2019 \(in Finnish\)](#)

[The Trade Union of Education in Finland, OAJ](#)

[The Reading Center](#)

Artists' Association of Finland  
Iso Roobertinkatu 3–5 A 22  
00120 Helsinki  
aaf@artists.fi  
artists.fi