

How We Work/ Our Process: -

The below information is to act as a guide to help you.

Please read these steps below carefully, and do not hesitate to ask us any questions or if you wish to discuss. We take a tailored approach to each client and project to ensure your needs and requirements are met, and we are happy to discuss any aspect that is not clear, or you are not sure about.

For each project, there will be two aspects that run alongside each other – the creative side (Joe) and the logistics side, such as budget and timings (Jane). Both need to proceed at the same time and be finalised and agreed, for a project to progress and be scheduled and confirmed in our calendar.

The creative process:-

- 1.) We start with your creative brief. Joe likes to work on a collaborative basis, although we need your initial creative brief for Joe to respond to. Your creative brief could be simply a preliminary idea or a topline objective, or it might be a fully realised briefing document complete with style guide and reference images.
- 2.) Joe will then come up with a series of written ideas based on your creative brief. Sometimes we may set up a creative call for Joe to discuss your creative brief with you first to scope out and explore ideas with you, other times this is not necessary, and Joe can move straight to the written ideas stage.
- 3.) The client chooses which written idea they would like to see as a mock-up sketch. One mock-up sketch and set of changes is included in the overall fee, any additional mock-ups are charged at £500 per mock-up including a set of changes. This is also to help the client focus and hone in on what they want, and to help streamline the process.

- 4.) Joe submits his mock-up sketch to the client for their comments and feedback. Joe's mock-up sketches are done with a pencil and paper and act as a guide to the composition only. The mock-ups are not designed to reflect the level of detail in the finished painting (this is not possible in a small pencil sketch) which is completed by hand and measures (on average) 6 metres by 3 metres and takes our team of artists approximately a week to paint.

If you wish to see examples of our finished artworks as an indicator of the level of detail achieved in our finished artworks, then please refer to the selection of artworks available on our website.

NB: We respectfully request that the client co-ordinates their internal responses to Joe's mock-up, so that we receive the client's set of feedback and changes at the same time. This is to save the client additional time and money, as we must start charging for additional mock-ups if we receive multiple sets of feedback.

- 5.) Once we have received confirmation of client approval on Joe's mock-up, our team of artists are then ready to start on the full-size painting. This full-size painting can only be started, once we have received 50% of the agreed fee upfront (50% of the fee is payable within 1 week of the event).

At the same time as working through the creative process with artist Joe Hill, manager Jane Davies will discuss and agree the following with the client: -

Timeline, Logistics, Budget:

- 1.) **Timeline:**
For example, you may wish our team to paint an artwork live on location next week, or next year! It is never too early to start discussing your project with us, and we can usually make (most) timelines work, depending on what else we already have in our schedule.

2.) **Logistics:** For us to plan the artwork effectively for you, it is helpful for us to know: -

- a.) Your proposed location if you have one (ie: indoor or outdoor). We can also help advise and suggest locations if needed.
- b.) Will you need the artwork to be displayed on a temporary, semi-permanent or permanent basis? For example, is your project a one-day PR event with limited install time? If so, we would paint the artwork on canvas beforehand and install the artwork on location (using double-sided carpet tape which leaves no residue).

NB: Please allow up to 2 hours for the artist to install the artwork on location.

Or do you wish the artwork to be displayed on a more permanent basis? For example, would you like Joe to paint on a wall or pavement in a city centre or building?

NB: The surface that Joe either paints on – or adheres the canvas to – needs to be smooth, dry and clear of dust, water and debris. If Joe is painting directly onto a surface on location, he may need to prime the surface first before painting, and the surface can't be too glossy or plastic (ie: does not allow paint to adhere to it).

If in doubt, always check the surface with us first. In addition, Joe may wish to incorporate aspects – such as the colour of the pavement – into the painting, so the painting 'matches' the location and blends in.

3.) **Budget:**

We will share with you our info pack containing a guide to our fees. You may already have a budget in mind for the project, or you may need us to cost up a project to get budget approval.

We have plentiful experience working in both scenarios and can guide you through both.

4.) Invoice:

Once we have agreed the overall fee for the project with you, we draw up our invoices. We split the fee into two invoices, the first invoice is for the first half of the fee and is payable upfront to secure the booking. Joe and the team cannot start the full-size painting without this payment. The second invoice for the second half, is due for payment one week after the event.

You will need to provide the name and address for the invoice – and a PO number for each invoice if your Accounts dept require one.

A note about client's supplier forms:

If you know that we will need to fill in a supplier form to be paid, please send this to us at the start of the process so there is no delay in our invoices being paid in a timely manner.

We can fill in our bank details if a client's accounts department need this for compliance reasons, but we also respectfully ask that you manage your own internal administrative and bureaucratic processes to limit our input beyond our bank information and other basic questions.

5.) Terms of Engagement:

At the same time as drawing up the invoices, we will also ask you to confirm receipt of acknowledge our 'Terms of Engagement' so both supplier and client are all clear on what is included in the project, and what is not, and what our Terms and Conditions are.

NB: The client is responsible for communicating within your own internal teams what the parameters of the project are, and what the Terms and Conditions are.

If you also require us to fill in your contract, please provide this as soon as you have it.

If you wish to discuss further or have any questions, please contact:

3D Joe & Max manager: Jane Davies

Email: jane@3djoeandmax.com

tel: ++44 7833 581 265

3D Joe & Max artist Joe Hill

Email: info@3djoeandmax.com

tel: ++447810 250 250

Please also note our Terms and Conditions and communicate these with your internal teams beforehand so everyone is aware of our Terms and Conditions prior to starting a job.

Our Terms and Conditions:

- All fees quoted exclude VAT
- A fixed price will always be agreed before beginning any work. 50% of the total value of the project must be paid in advance (to cover the costs of materials and secure the artists' time) and this sum is not refundable. The remaining 50% must be paid in full upon completion of the work no later than one week after completion of the project. Overdue payment of invoices according to our payment terms carries a 20% penalty charge.
- The artwork price quoted includes:
 - One mock-up design and one set of revisions, any further mock-ups are chargeable at £500 each including a set of changes.

- The creation of the artwork, and the display of the artwork at the event and for up to 3 months after in the same territory.
- The 'artist on location' price quoted includes:
 - The artist setting up and displaying the artwork in the correct position for the optimum 3D effect.

Separately, the artist can provide a wide-angle lens camera and take photographs of people standing on the artwork. Please request and discuss this with us first, if you would like this.

- Any additional display of the artwork outside the initial terms agreed (eg: an additional territory or an increase in length of term) requires an additional licence fee; please check with us for more information.
- A separate licence fee will need to be agreed if photographs of the artwork are used in an ATL marketing or advertising campaigns (ie: if photographs of the artwork are used in any 'paid for' media such as TV, press, outdoor or online).

And finally:

The artwork and prints remain the intellectual property of the artist, and it is forbidden for anyone, except the artist, to reproduce the artwork in any form without the artist's permission.

Thank you