

GENERAL CONDITIONS OF SALE

PORTRAIT FACTORY

M.LEMPICKA-BRIAN



PARIS

G . C . S .

Portrait Factory (the firm) produces portraits in the following categories :

Type A. - Classical

Genre "neat". Characteristic features are diminished in favour to embellishment, execution accentuates "prettiness". The executed portrait is presented between two transparent panels. The client makes their choice of a particular negative and its size after sitting for the photograph.

Type B. - Artistic

Genre "interpreted". A work executed more freely than the former type, with a subjective approach to the model with the use of mixed technique (printed cloth, gauze, canvas). The portrait is presented in a wooden frame made to match. The client makes their choice of a particular negative and its size after sitting for the photograph. The firm decides on the technique and form of the portrait.

Type C. - Free Interpretation

Genre "Psychological". Subjective and arbitrary characterisation of the model, according to the good will and creativity of the firm. The technique and the execution of the form are exclusively chosen by the firm, no requests in this matter will be taken into consideration.

Type D. - "Me & my Friend"

Because of excitement in a group and multiple problems that often occur during group sittings, pure Type D is often unachievable. Which also explains the high price of this service (cf. page 5). The portrait will be executed as Type A or B described above, according to the client's choi-

I

According to arrangements made by the firm and due to difficulties that the act of registering an image of a face imposes, the portrait might be executed in one, two or three sittings. The number of sittings does not in any way prejudice the quality of the product.

II

The sitting for a photograph may be realised in the firm's studio or in a place chosen by the model (within reason). If the chosen location is further than 30km away from the firm's location, the client will pay for the transportation of the staff and all the equipment necessary for taking pictures.

III

The model is obligated to transfer a deposit of a third of the price in the beginning of the work. The client may reject the portrait if it does not appeal to them, but will lose the deposit. In such a case the portrait becomes a propriety of the firm, given that it is never clear beforehand what would satisfy the client. The client has no right to demand destruction of a portrait. A collection of examples is available for scrutiny in the firm's premises. An agreement will be signed, stipulating exactly which type of portrait the client has chosen. The firm is bound, in its own interest, not to issue any work that might harm its reputation. It might happen that the firm itself does not acknowledge its product.

IV

No criticism from the client is to be taken into consideration, however the portrait might not appeal to the client. The portrait is to be accepted or refused without further judgement. With regard to the difficult matter of an artistic endeavour, any nervous strain has to be avoided.

V

The deadline of the portrait's execution is set by the firm.

VI

The firm retains the right to work without any witnesses, in as much as possible.

VII

The portrait is not to be viewed before it is finished.

VIII

The firm accepts to make a portrait from a black and white negative supplied by the client. The cost of the work stays the same.

IX

The used technique combines silver photosensitive emulsion applied to canvas, gauze or printed cloth, according to the type. No demands for changes of the technique or corrections are possible.

X

The clients are bound to arrive on time for sittings, since the fact of waiting affects the firm's creative spirit and may have negative influence on the realisation of the product.

XI

The firm is held responsible for framing and packaging of the works. Advice for their conservation is given.

XII

The client is absolutely free to chose the clothing for the portrait and the firm is not to interfere in that matter (except for type C). However entirely white clothes are not advisable.

XIII

Payment in instalments is possible, subject to negotiations.

XIV

The client who brings 4 other clients in and they have their portraits ordered, will receive a free portrait of their own or of a third party, type A or B. From this moment on such a client becomes "the firm's agent".

XV

If the firm sends to its former clients any information concerning change of premises it is not to force them to place orders. Such information is only for their attention or to facilitate commissions from their acquaintances that we believe might become likely clients having appreciated portraits produced by the firm.

XVI

Please read this agreement carefully. By placing the order for a portrait the client is agreeing to these General Conditions of Sale.

C A T E G O R I E S

Type A Classical

Technique: silver photosensitive emulsion on gauze or canvas

Presentation: between two transparent planes (glass, plexiglass, transparent slip)

Framing: wooden frame, marie-louise, passe-partout

Size (framed):

- o small (25x25 cm or 25x35 cm)
- o medium (50x50 cm or 50x70 cm)
- o large (70x70 cm or 70x100cm)

Type B Artistic

Technique: silver photosensitive emulsion on gauze, canvas or printed cloth

Présentation: wooden frame made to match

Size (framed):

- o small (25x25 cm or 25x35 cm)
- o medium (50x50 cm or 50x70 cm)
- o large (70x70 cm or 70x100cm)

C A T E G O R I E S

Type C Free Interpretation

Technique: silver photosensitive emulsion on gauze, canvas or printed cloth, painting

Présentation: wooden frame made to match, variety of forms

Price and size depending on demand.

Type D “Me & my Friend”

Variant – Type A:

- o small (25x25 cm or 25x35 cm)
- o medium (50x50 cm or 50x70 cm)
- o large (70x70 cm or 70x100cm)

Variant – Type B:

- o small (25x25 cm or 25x35 cm)
- o medium (50x50 cm or 50x70 cm)
- o large (70x70 cm or 70x100cm)

WITH THIS MODEST PUBLICATION
THE FIRM PAYS TRIBUTE TO
S.I. WITKIEWICZ,
A POLISH PAINTER AND WRITER
WHO MADE WAY FOR AN IDEA
OF AN ARTISTIC ENTERPRISE.
HE SET AN EXAMPLE THAT WAS
AN INSPIRATION FOR THIS FIRM.
IT PROVIDED STRENGTH AND COURAGE
NECESSARY TO LAUNCH SUCH
AN ADVENTUROUS IDEA.



Elizabeth, type A

THE CLIENT IS KING
THE ARTIST IS THE ARTIST



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