



Royal Academy of Arts

# Summer Exhibition 2016

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## Information for Printmakers

For the first time in 2015 we produced the Summer Exhibition Explorer – an online fully illustrated list of works.

Nearly 120,000 users visited the website, many to check the availability of works for sale.

In 2016 exhibitors have the opportunity to reach this wider audience by making unframed prints available for sale online, so that buyers can pay the deposit via the RA website. 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 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 an additional 12 months.

Please note that the same rules also apply to telephone sales, which are a standard part of the service we offer to buyers at the Summer Exhibition.

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