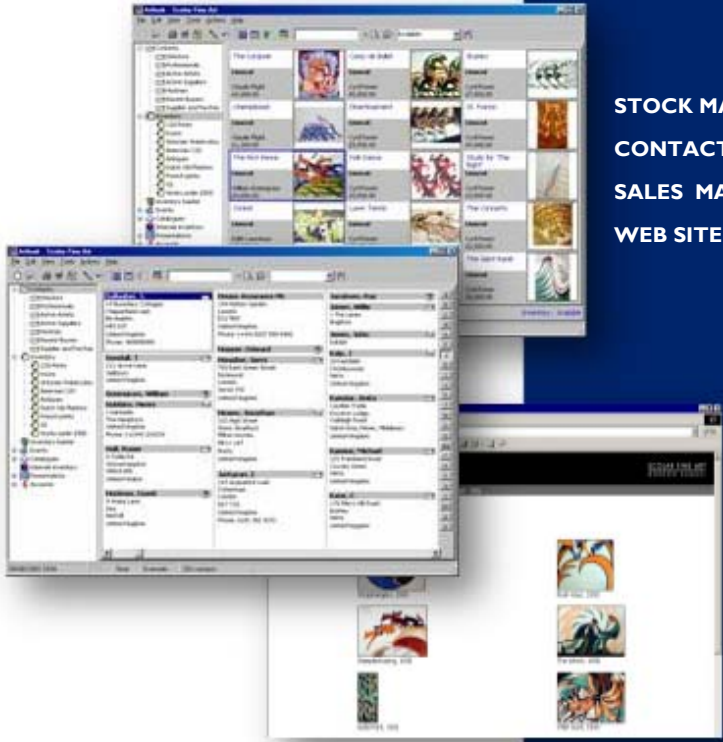




*An introduction and system guide*

The image shows several overlapping screenshots of the ARTLOOK SOFTWARE interface. The top-most screenshot displays a grid of product images with associated text, likely representing a stock management or sales management screen. Below it, another screenshot shows a detailed view of a product or contact record with various fields and data. A third screenshot at the bottom shows a website layout with several product images arranged vertically. The background of this section is dark blue.

**STOCK MANAGEMENT** ●  
**CONTACT MANAGEMENT** ●  
**SALES MANAGEMENT** ●  
**WEB SITE MANAGEMENT** ●



**Artlook** is a software system designed specifically for the needs of commercial art galleries and dealers. This guide provides a detailed introduction to the capabilities of Artlook, from contact management and marketing to stock acquisition and sales.

We feel justified in calling Artlook revolutionary. Revolutionary because it brings together all the management elements of running a commercial art gallery in the digital age within one professionally developed and supported system. Designed to be simple to use and affordable Artlook also brings you powerful features to help you manage your business more effectively – both in terms of time and costs.

With Artlook you have:

- unsurpassed control over your inventory and contact databases
- full VAT reporting and analysis, invoicing and settlement management
- an automated sales and acquisition system
- powerful marketing and customer relationship management
- instant price lists, wall labels, catalogues ....
- the option to integrate Artlook with your web site providing complete and instant control over the items and images, artists and exhibitions that are published on your site

As with any introduction it is impossible here to include all of the features within the system but we hope that based on this you will want to learn more. We would be very happy to hear from you if you have questions, would like greater information on a specific area or would like to arrange for a full demonstration of the system.

Artlook Software Ltd  
100 Milford Avenue  
Stony Stratford  
Milton Keynes MK11 1HE

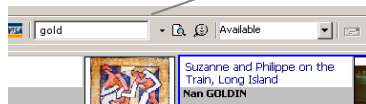
**Tel:** 01908 567398  
**Email:** [info@artlooksoftware.com](mailto:info@artlooksoftware.com)  
**Web:** [www.artlooksoftware.com](http://www.artlooksoftware.com)

# Managing and displaying your stock

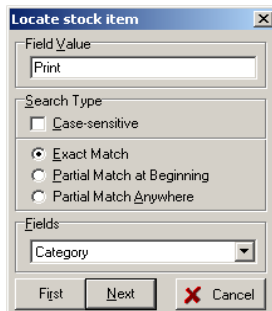
Keeping track of your stock and having all the information you need immediately to hand is simple with Artlook. Your inventory can be displayed as a “memo” view, in tabular form or in a “tree” view.

Displays can be sequenced by stock type or artist and filtered to display: all items regardless of their status, sold items, available items, reserved items and so on. The display can be further filtered to display only works by a particular artist or only works of a particular type.

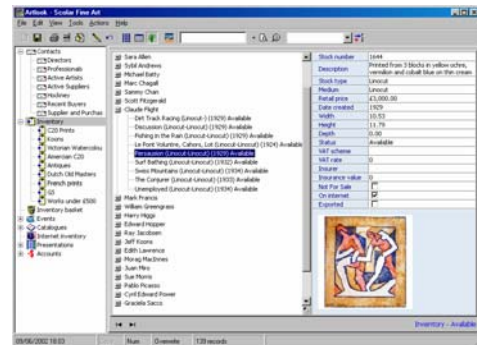
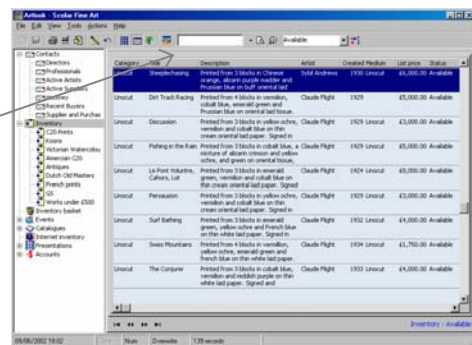
Searching for records is very straightforward. The quick search box will locate any record instantly based on just a few characters.



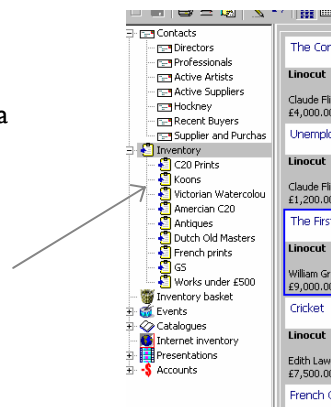
Or use a more detailed “field” search to search for items based on virtually any criteria.



There are no limits on the number of items you can manage at any one time and no limits on the way you categorise or describe those items.

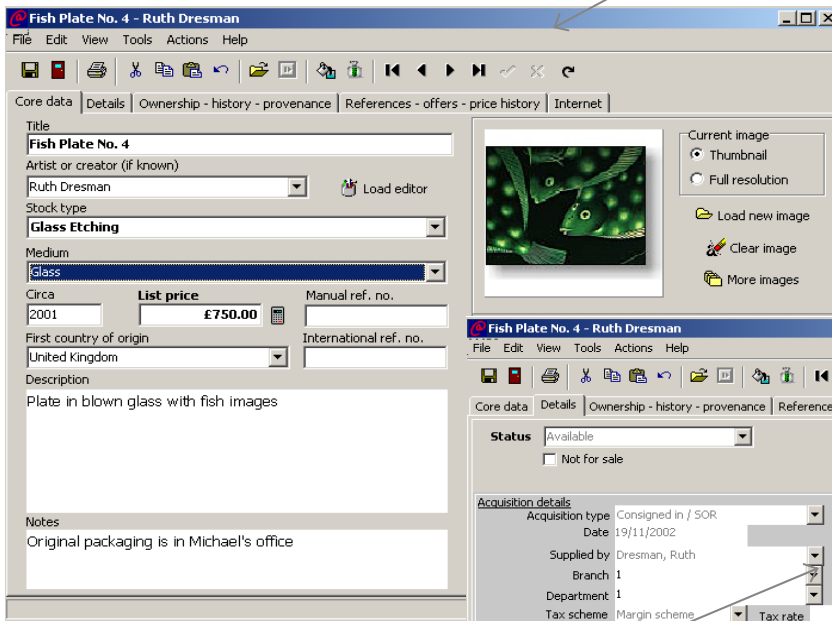


Navigating within Artlook is made simple using the menu panel on the left. This gives access to each area (contacts, stock etc.) and can be expanded using additional “Views”. You can create a view based on any information within the system and attach it to the menu. For example you could create a view to display “Ceramics”, where the artist is Bob Adams or John Smith or Sheila White, with a sales price of less than £100. Clicking on that view will filter the stock display to just those items which meet these criteria. And the view is “dynamic” - as pieces are acquired or sold and they match these criteria the view will automatically change.

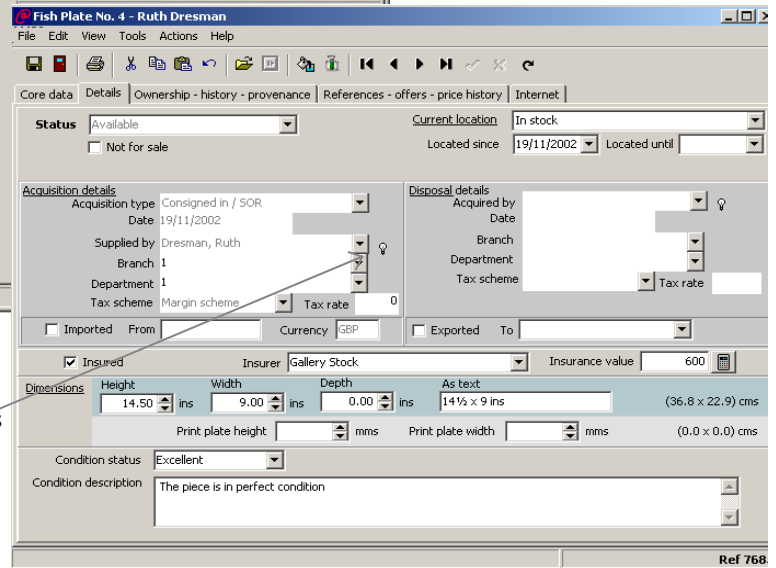


# Managing and displaying your stock

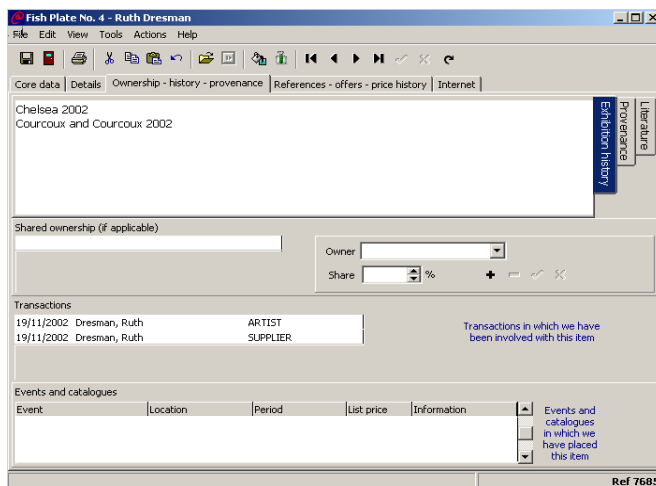
Double clicking on any stock item will bring up the full detailed record for that piece. While many of the fields (supplier, date of acquisition, current status etc.) will be completed automatically when the item is created, there is a wealth of information which can be stored against each record.



Clicking the image will enlarge the picture up to a full screen display. Multiple images can be attached to each piece which is particularly useful for three dimensional objects.



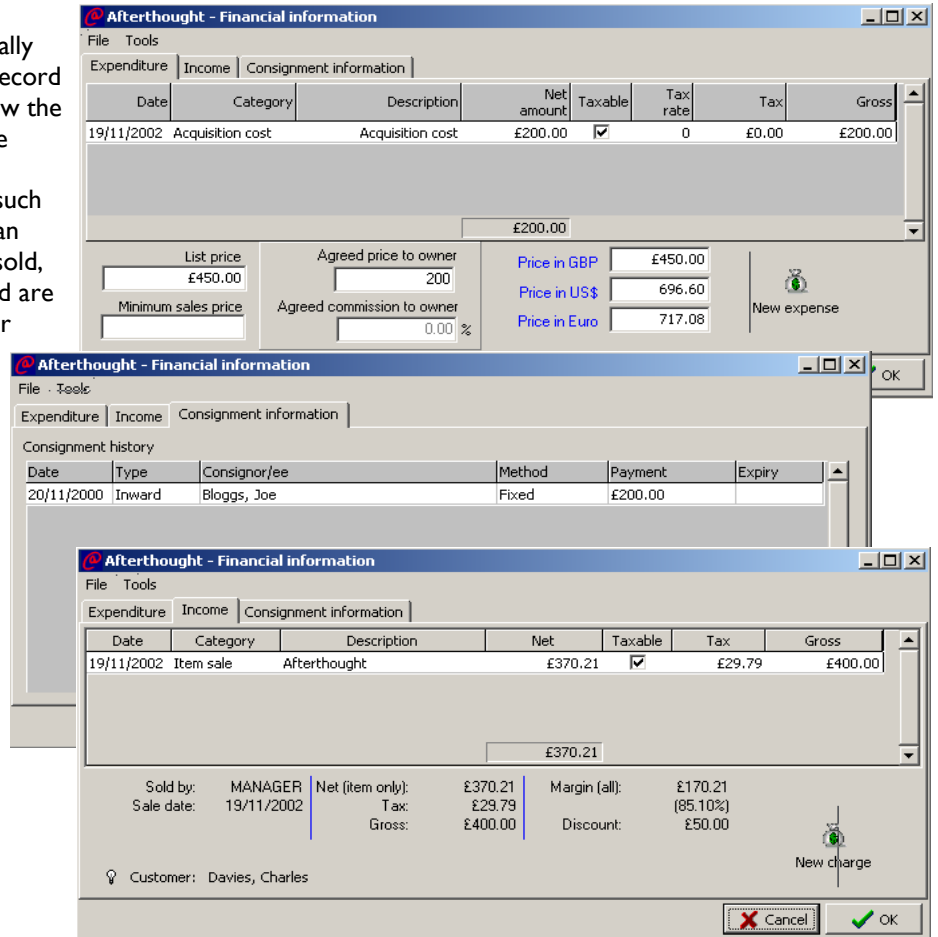
Everything in Artlook is automatically connected so you can, for instance, click on the link button from the details screen to see the record for this artist (including all previously supplied work, sales made etc.), or, if the piece has been purchased, jump straight to the contact record for the purchaser



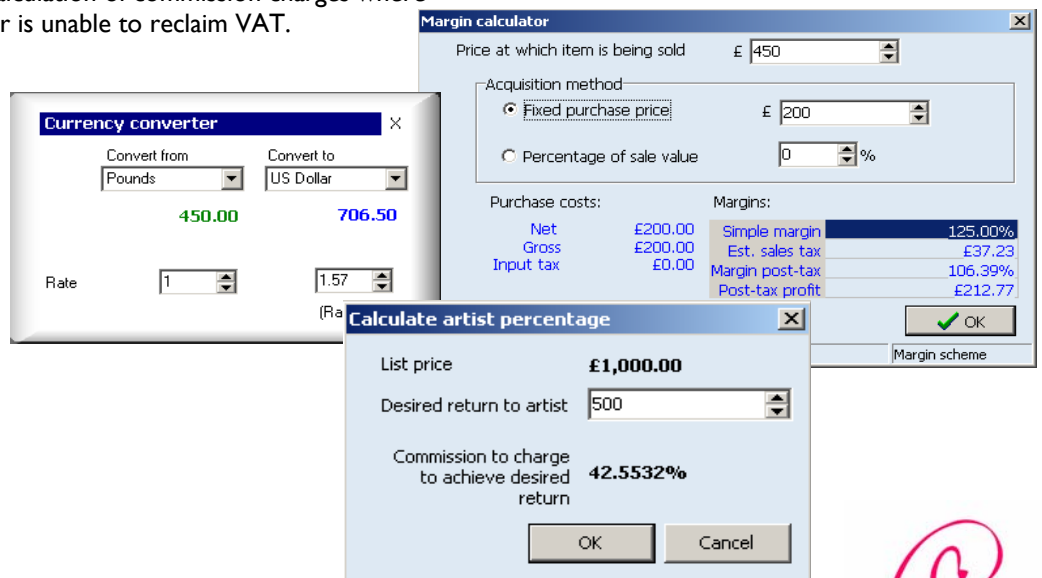
Fields (with no limit on size) are available to record Exhibition History, Provenance, Literature, References and Notes, Previous Prices, Shared Ownership. Where you have exhibited the piece yourself the event is automatically recorded on the item record and where the piece has been reserved or an offer made by you to a customer (or vice versa) this is also automatically recorded.

# Managing and displaying your stock

All relevant financial information is automatically attached to each stock record making it simple to review the consignment or purchase details as well as any additional expenditure (such as framing) attaching to an item. Once the piece is sold, the final margins achieved are clearly displayed together with purchaser details.



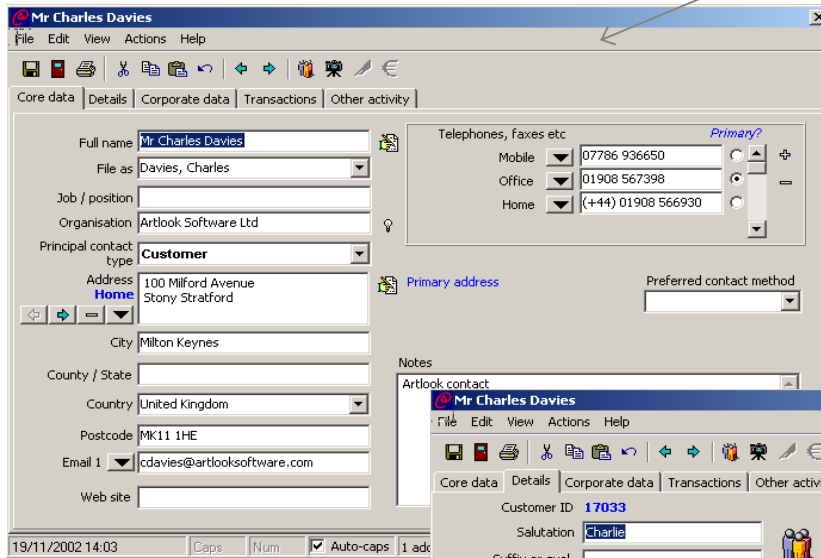
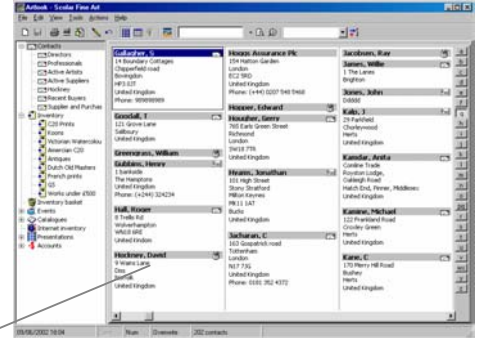
Artlook “calculators” are available on every screen assisting in the calculation of final margins (useful when applying a discount to a piece), foreign currencies, or even the calculation of commission charges where the supplier is unable to reclaim VAT.



# Working with contact records

The database of contacts is at the heart of your business and Artlook enables you to manage any number of records with ease, maximising your opportunities to reach potential clients and fine tuning your marketing effort to be as cost-effective as possible.

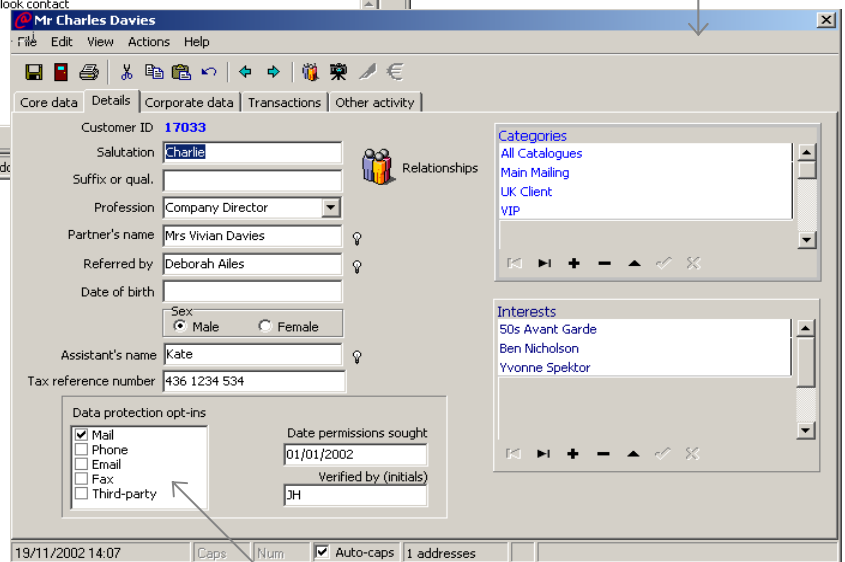
Contacts are displayed in a familiar "Outlook" style or in a table format. Searches follow the same conventions as for inventory items with a quick search by surname or a more detailed field search enabling you to locate any record instantly.



An unlimited number of user defined Categories and Interest Types can be added to each contact. These can be used together with other data to build highly targeted mailings or database extractions for analysis.

Up to seven different addresses (one always identified as Primary) can be recorded against each record. And if a contact has an address (such as a holiday home) which is active for only a part of the year the system will automatically identify this and ensure that mailings go to the correct address.

Additionally the system will record multiple telephone numbers and email addresses, corporate details for organisations, "relationships" (including referrals) with other known contacts.



Artlook enables full compliance under the Data Protection Act by recording opt ins for various contact methods if this is required.

# Working with contact records

Each record will also display all transactions associated with that contact be they supplies or purchases.

All items can be displayed visually and one click will access the detailed stock record for each item.

The screenshot displays the 'Mr Charles Davies' contact record window. It features a menu bar (File, Edit, View, Actions, Help) and a toolbar. Below the menu is a tabbed interface with 'Core data', 'Details', 'Corporate data', 'Transactions', and 'Other activity'. The 'Transactions' tab is active, showing two tables: 'Purchases made' and 'Supplies made'. Both tables have columns for Date, Title, Supplier, Gross, Tax, Net, and Edition No.

The 'Purchases made' table contains the following data:

Date	Title	Supplier	Gross	Tax	Net	Edition No.
23/09/2002	A Street in Willesden, Summer	Kossoff, Leon	£0000.00	£0000.00	£0000.00	-1
27/09/2002	Rural Landscape	Speltzer, Yvonne	£0000.00	£0000.00	£0000.00	-1
27/10/2002	Near Schull	Yeats, Jack	£0000.00	£0000.00	£0000.00	-1
27/10/2002	Portrait of Catherine Lampert	Auerbach, Frank	£0000.00	£0000.00	£0000.00	-1
27/10/2002	Divergence, Opus 387	Adams, Robert	£0000.00	£0000.00	£0000.00	-1
19/11/2002	Fish Plate No. 4	Dreiman, Ruth	£0000.00	£0000.00	£0000.00	-1
19/11/2002	Poet in a Landscape	Craxton, John	£0000.00	£0000.00	£0000.00	-1

The 'Supplies made' table contains the following data:

Date	Title	Supplier	Gross	Tax	Net
23/09/2002	loc	Albers, Josef	£0.00	£0.00	£0.00
30/09/2002	Portrait of Catherine Lampert	Alban, Various Artists	£0000.00	£0000.00	£0000.00
			£0000.00	£0000.00	£0000.00
			£0000.00	£0000.00	£0000.00

Below the transaction tables is an 'Inventory view for Davies, Charles (as customer)' window. It shows a grid of items with thumbnails and descriptions:

- Interlocking Tree Form: Graham SUTHERLAND, Painting, £00,000.00
- Apulia: Julian TREVELYAN, Painting, £00,000.00
- Crossing the Thames: Arnold VAN PRAAG, Painting, £00,000.00
- Octopus: Edward WADSWORTH, Painting, £00,000.00
- Single Dahlia: Edward WADSWORTH, Painting, £00,000.00

At the bottom of the inventory view is a 'Customer account information' window showing a table of transactions:

Date	Due	Paid	Invoice	Payment date
21/08/2002	£15,027.38	£40,000.00	2002-001002-SFA	19/11/2002
23/08/2002	£300.00	£40,000.00	000292	19/11/2002
26/08/2002	£950.00	£40,000.00	000295	19/11/2002
26/08/2002	£9,500.00	£40,000.00	000296	19/11/2002
26/08/2002	£1,762.50	£40,000.00	000297	19/11/2002
26/08/2002	£80,000.00		000294	
28/08/2002	£4,500.00	£40,000.00	000298	19/11/2002
28/08/2002	£6,500.00	£40,000.00	000299	19/11/2002
29/08/2002	£1,000.00	£40,000.00	000292	19/11/2002
29/08/2002	£1,100.00	£40,000.00	000293	19/11/2002
29/08/2002	£80,000.00		000294	
29/08/2002	£1,425.00		296	
29/08/2002	£85,000.00		000297	
30/08/2002	£22,000.00		298	

At the bottom of the account information window, there is a summary:

Total expenditure: £499,003.02  
Amount unpaid: £139,590.52

Together with transaction records the current state of each contact's account is displayed showing all invoices and payments. The system provides a sophisticated invoice settlement system including the facility to accept staged payments and payments on account. Although customer statements are generally managed from the Accounts section it is possible to generate a full statement from the contact record with just a single click.

**Statement** Page 1 of 1

Statement Date: November 19, 2002

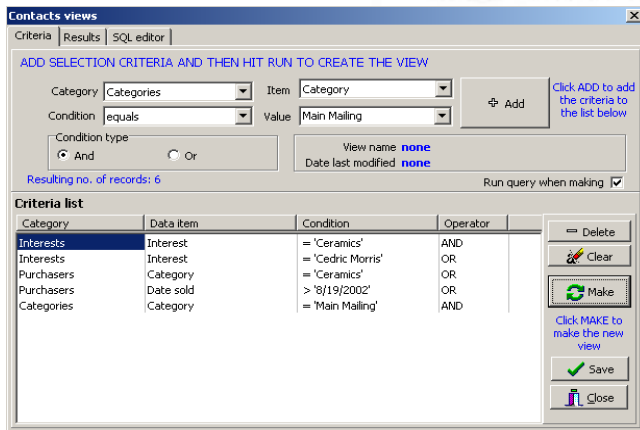
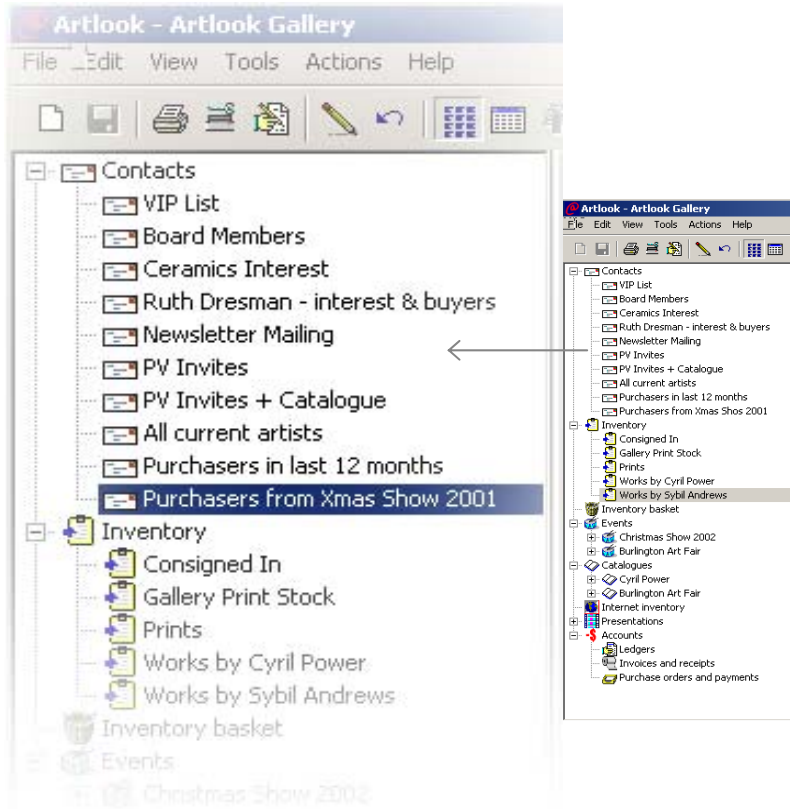
To: Mr Charles Davies  
Artlook Software Ltd  
100 Midford Avenue  
Stoney Stratford  
Milton Keynes  
MK11 1SD

	Opening balance	£1,000
19/09/2002	Invoice 000308	£1,500
19/09/2002	Payment received	-2500
19/10/2002	Payment received	-2500
Balance of your account		£000

Current	Over 30 days	Over 60 days	Over 90 days
-2500	£0	£0	£0

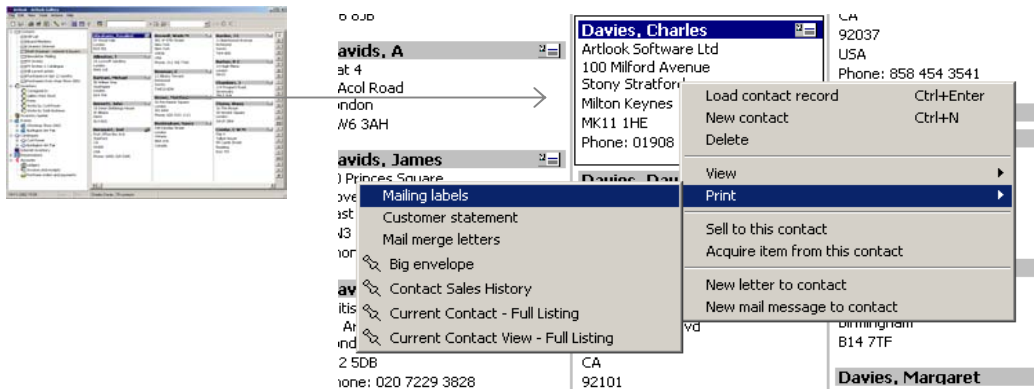
# Working with contact records

Just as with Inventory records it is possible to create “Views” which help you to manage your contacts more easily. Using the simple drop down boxes it is possible to create sophisticated, criteria based extractions which can be kept for future use and which the system will automatically update. Create a View for Private View invitations—click on the view and Artlook will instantly display all relevant contacts.



A View can be as simple or as complex as you like. Just use the drop down boxes to select any criteria from the system.

Click on the view and then right click on any of the displayed contacts to generate labels for the View, mail merge letters or even emails direct from the system. Emailing from within Artlook is an immensely useful feature, and you can even generate stock information sheets or price lists within the email to be attached to the message.



# Acquiring new stock

Artlook's 'Transaction Wizards' ensure that every sale, purchase, incoming or outgoing consignment is recorded perfectly. With its inbuilt currency and commission calculators complex financial deals can be calculated in seconds and all paperwork, from purchase orders and sales invoices, consignment notes to client statements is automatically generated. Margins and VAT liabilities are always clearly displayed to give you total control over every transaction and the system will auto-select the relevant VAT scheme (margin, EU export/import, worldwide import/export, global accounting, standard etc.) appropriate to the transaction.

New item: Mermaid Bowl

What are you doing with this NEW item?

- Purchasing an item
- Acquiring an item in another way
- Noting an item

Method of acquiring the item

- Consigning in
- Accepting as SOR (Sale Or Return)
- Accepting on approval
- Accepting as a LOAN

**New item: Mermaid Bowl**

Artist / maker:  Editor Date / tax point:  Consigned in until:

Stock type:  Manual ref. no. (if any):

Title:

Supplier:  Purchase currency:

New supplier:  Date supplier acquired (if known):

Imported  Provide insurance cover Insurer:  Value:

Acquisition tax regime:  Tax scheme name:  Rate:  %

Value of commission	Published list price	Minimum selling price
£ 340.4256	£ 800	£ 700
Input tax: £0.00	Simple margin: 42.55%	42.55%
Net: £340.43	Est. sales tax: £0.00	£0.00
Gross: £340.43	Margin post-tax: 42.55%	42.55%

Prices and margins are NET of taxes

Consignment or loan agreement

Agreed purchase price when sold:  GBP  Commission agreed:  %

Acquisition costs (charged by this supplier)

Type	Note	Currency	Amount	Taxable	Tax rate	Tax	Gross
Acquisition cost	Acquisition cost	GBP	0.00	<input type="checkbox"/>	0	0.00	0.00
			£0.00			0.00	0.00

Buttons:

Navigation:

This screen shows the processing of an incoming consignment to be sold on commission. At every stage drop down menus are available to enable you to easily enter artist/supplier name and address, stock type, tax point etc. As the transaction is completed Artlook will generate a full incoming consignment document for the supplier containing all details of the item and the financial arrangements when sold.

At any time additional expenses can be attached to an item (or billed directly to the artist/consignor if required). All insurance details are recorded and the system can be set to standard valuation methods if required.

# Making a sale

Just as with acquisitions, making a sale in Artlook involves following the simple to use transaction wizard. Everything is here for you to record purchaser details, apply any extras to the sale, generate all relevant paperwork and (optionally) proceed immediately to invoice settlement.

The system will support the sale of multiple items which can be dragged from the inventory screens into the Transaction Basket ready for processing.

**Inventory and stock wizard**

Date or tax point: 19 November 2002  
 Salesperson: MANAGER  
 Branch: Main  
 Department: Main

**Customer**  
 Create new customer  
 Name: Davies, Charles  
 Invoice address: 100 Milford Avenue, Stony Stratford, Milton Keynes, MK11 1HE  
 Shipping address: 100 Milford Avenue, Stony Stratford, Milton Keynes, MK11 1HE

Export sale

ID	Item	List	Agreed
7685	Fish Plate No. 4 Ruth Dresman	£750.00	£700.00
E1	Shipping	£25.00	£25.00

Total agreed sale value: £750.00

**Inventory and stock wizard**

**Optional additional charges**  
 Attach to: NONE  
 Item: Shipping  
 Description: Shipping - consignment  
 Amount: 50  
 Taxable:

APPLY

Sales notes  
 Staged purchase scheme

Change to reservation

ID	Item	List	Agreed
7685	Fish Plate No. 4 Ruth Dresman	£750.00	£700.00
E1	Shipping	£25.00	£25.00

Total agreed sale value: £750.00

Total extras: £25.00  
**Net total: £725.00**  
 Taxes: £4.38  
**Grand total: £729.38**

Issue paperwork  
 Proceed to settlement

Dispose Sell Davies, Charles

Once a sale has been made Artlook will automatically generate the relevant paperwork for you to print immediately or save for later processing. In the case of an item which is on consignment the system will generate (in addition to the purchaser's invoice) a purchase order to the consignor clearly showing the net value after commission fee or agreed price, as well as an invoice to the consignor for all charges arising.

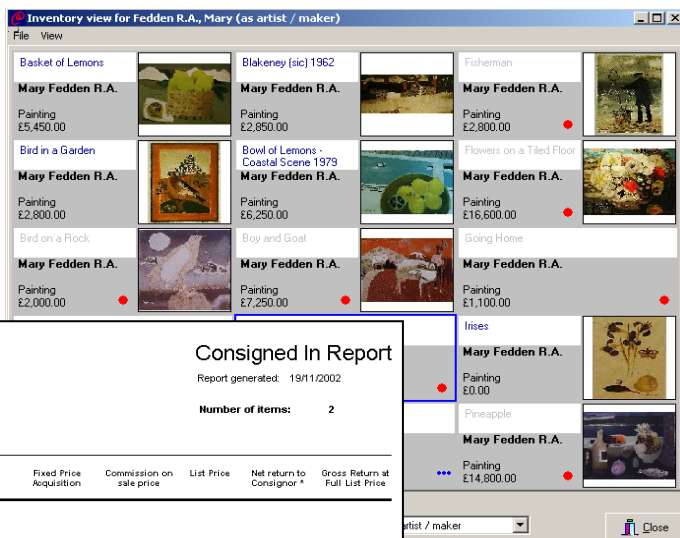
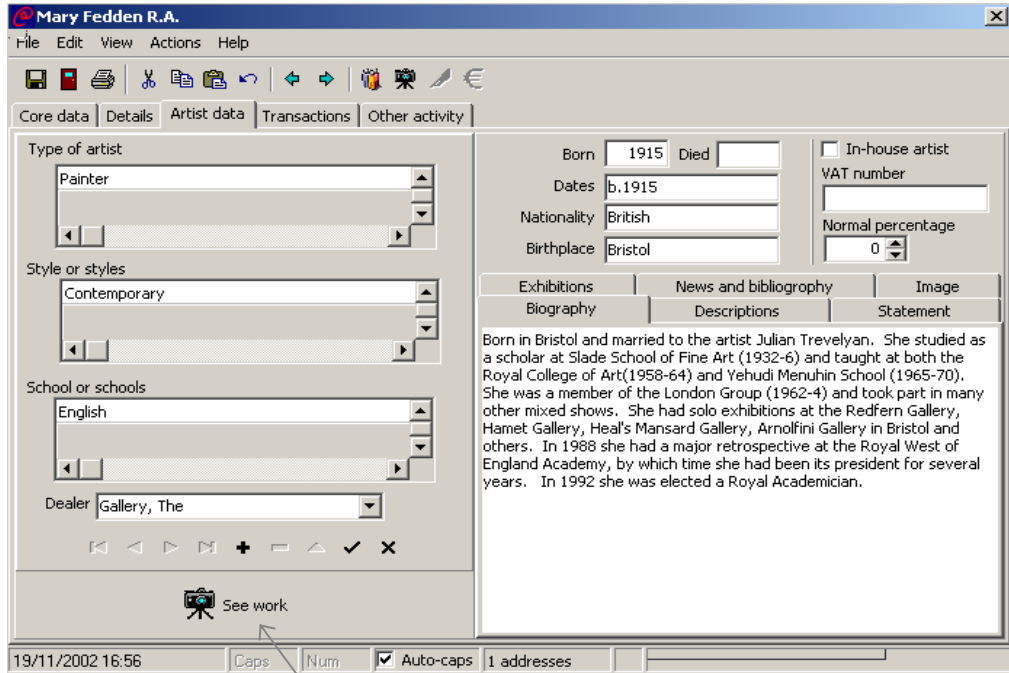
# Managing artists and suppliers

Artlook enables you to keep detailed records of all artists and suppliers you deal with.

Each record contains ample room to record unlimited amounts of information such as biography, literature, exhibition histories, publications as well more basic information such as styles and types of work produced.

The contact record for any supplier will contain full details (as well as images) of all items supplied which link to the detailed stock records for each item.

And it is of course possible to generate any number of different reports to show sales and acquisition details for individual artists or suppliers over any date range.



Artlook Gallery  
01908 567398

Consigned In Report  
Report generated: 19/11/2002  
Number of items: 2

Consigned in items showing consignment type and projected profit grouped by Consignor

Stock No	Artist	Title	Consignment Date	Fixed Price Acquisition	Commission on sale price	List Price	Net return to Consignor **	Gross Return at Full List Price
Consignor: <b>Morag MacIness</b> Ref: 17203								
7688	MacIness	Bird Woman	19/11/2002		66.19 %	£225	£50	<b>£148.94</b>
7689	MacIness	Mermaid Bowl	19/11/2002		42.55 %	£200	£100	<b>£85.11</b>

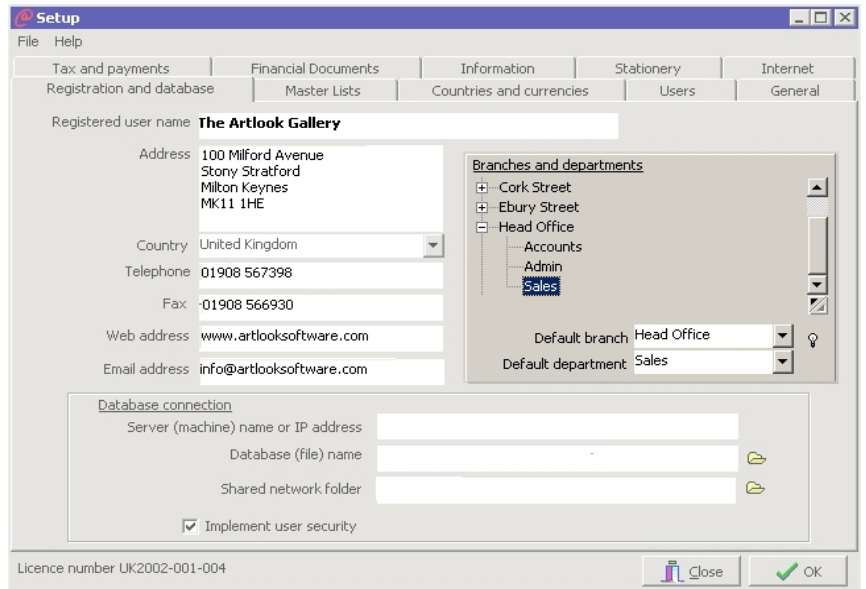


# Managing users and system security

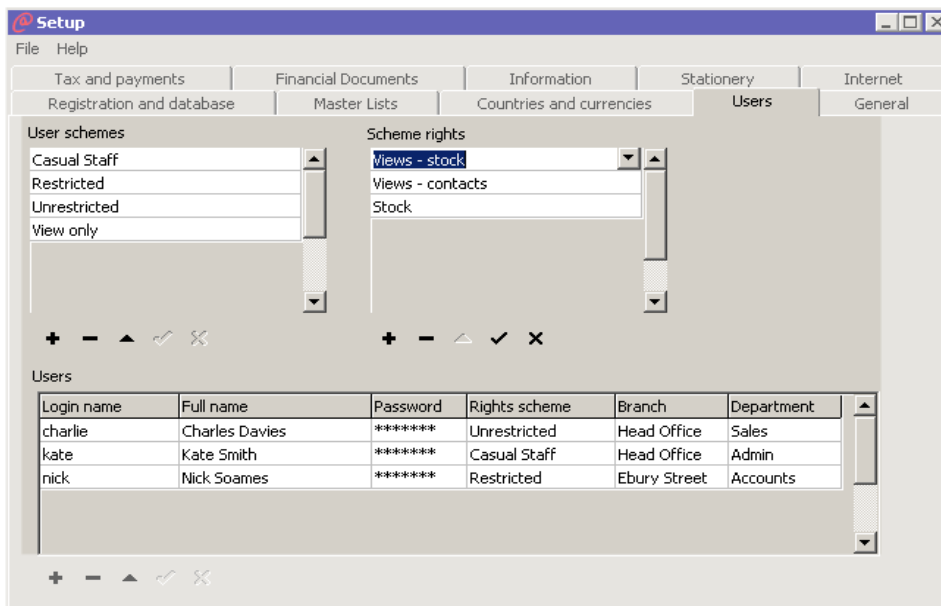
Artlook provides sophisticated user management facilities which enable the definition and control of users within business “branches” and “departments”. This makes the system ideal for organisations with more than one operating address and also provides any size of organisation with configurable levels of user security and access.

If appropriate, an unlimited number of business branches can be defined, each of which can be sub divided into departments. Reports can be generated to track sales activity by department and even by individual user.

As can be seen from the screen below, each user can be set up to be part of a branch and department. Through the use of self-configurable “User Schemes” each user can also be given a carefully tailored set of rights and permissions within the system governing precisely what they can “see” and “do”.



For example it would be straightforward to create a User Scheme called “Casual Staff” which when attached to a user would give that member of staff (a) the ability to see and manage all Contacts but be prohibited from seeing detailed transactional information for those contacts and (b) be able to see the core details of each stock item but be both unable to edit the stock record and unable to see any financial information regarding an item’s sale, acquisition or consignment details.



The system is entirely flexible, letting you define precise and potentially differing levels of access for each member of staff keeping business critical information confidential and secure.

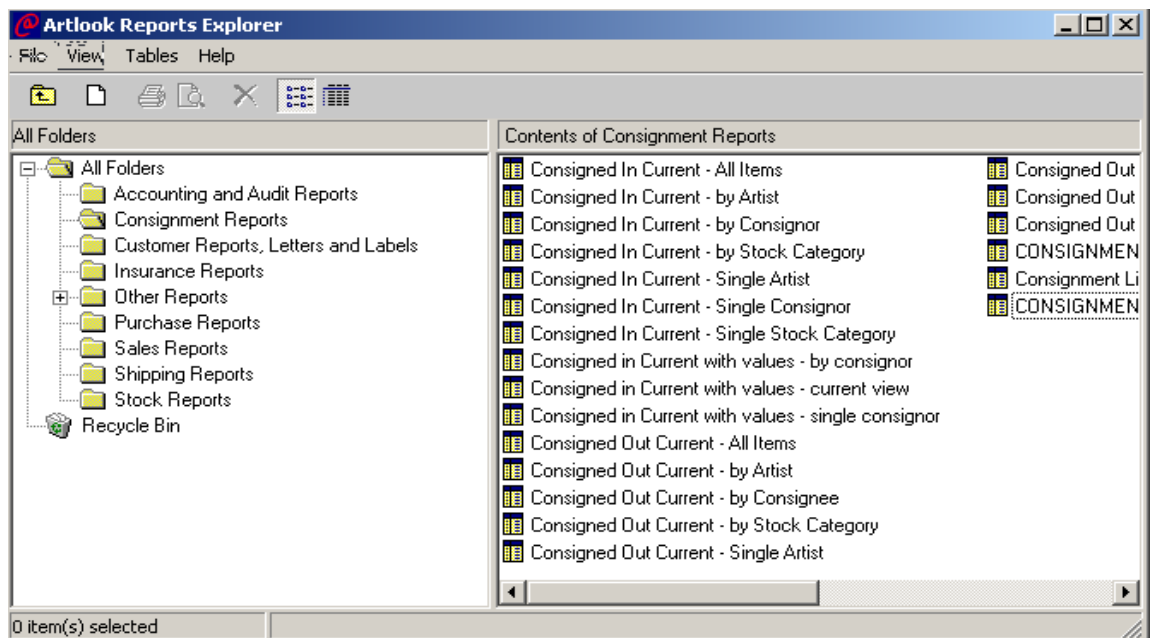
# Reports

Artlook comes with a wide range of pre-configured reports designed to give you all the information you require to manage your business as effectively as possible.

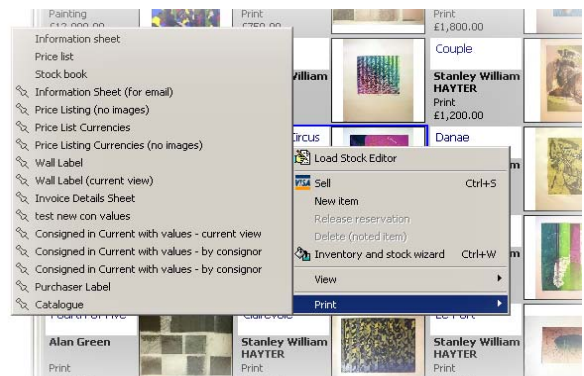
The system also comes with an inbuilt report creation tool which will enable you to edit existing formats or create your own. Taken together with the fact that any report generated by Artlook can be exported ...

- as an RTF file (compatible with virtually all word processors and DTP packages)
- as an Excel spreadsheet
- or even as an Acrobat pdf document

... we feel confident in saying that Artlook offers unsurpassed functionality in this critical area.



Reports can either be accessed from the Reports Explorer as above where each report can be tailored by providing specific criteria or they can be “pinned” to one of the main system menus such as Inventory or Contacts. When pinned a report will work with just the currently active view which means that you can define the items or contacts you wish to work with by creating a View and then generate reports based just on that selection. Items which are pinned are available on the right click menu as illustrated.



# Reports

Artlook reports cover everything from price lists and catalogues, financial details and stock movements to invoices and consignment notes. A wide range of pre-defined formats are included and everything can be quickly and easily customised to suit your precise requirements. We would be happy to provide a full range of sample reports on request.

A standard item information report - as with any report this can also optionally include your logo and address details, saving on stationery and ideal as an email attachment.



Price List or Catalogue showing images



Artlook Gallery  
100 Milford Avenue  
Stony Stratford  
MK11 1HE

Telephone: 01908 567398  
Fax: 01908 566930  
Email: info@artlooksoftware.com  
Web: www.artlooksoftware.com

## Edward WADSWORTH, 1889-1949

Untitled: Port Scene, (Also known as 'Imaginary Harbour' & 'Newhaven'), c.1938

Lithograph

Dimensions: 46.3 x 60.8 cms (17.80 x 23.89 ins)

Tears and creases in the left, top and right margin, a visible stain covering a quarter of the right image. Stain in the right margin extending into image by a few inches. Tear in bottom right margin and foxing in bottom left.



Colnaghi 151 Wadsworth w/o 26  
Stock reference: 268







Lithograph printed in 4 colours on off-white wove paper. Inscribed: EWADSWORTH in the plate lower right and printed in the lower left margin below the image: 'Published by Contemporary Lithographs Ltd, London'.

### PROVENANCE

'Contemporary Lithographs' was a venture set up by John Piper and Robert Wellington and the Curwen Press during the mid-1930s. Its purpose was to commission well known artists to produce original colour lithographs in large editions (around 500) for sale to educational establishments and the modest collector. Among those that made prints for 'Contemporary Lithographs' Piper, Frances Hodgkins, Lynton Lamb, John Nash, Vanessa Bell, Duncan Grant, Eric Ravilious (whose also made the subject of his lithograph Newhaven Harbour) and Ben Nicholson whose lithograph was made in 1938 but not editioned. Initially, only a short run was pulled - probably under 100 to test the market. The few that were printed quickly sold out. Unfortunately, when the publishers wanted to the demand, there were paper shortages due to the advent of war and the project was 1949 a similar venture was stated by Brenda Rawnsley called 'School Prints Ltd'.

Price List

WORKS BY CYRIL POWER

<p><b>Cyril Edward POWER 1872-1951</b> <b>The Concrete, c. 1935</b></p> <p>Lotus 22.6 x 29.0 cm (8.91 x 11.39 in) Stock No: 174 Cappel CEP 11 £25,500.00</p> 	<p><b>Cyril Edward POWER 1872-1951</b> <b>Levan Tennis, c. 1935</b></p> <p>Lotus 21.1 x 31.1 cm (8.29 x 12.22 in) Stock No: 363 Cappel CEP 28 £25,500.00</p> 
<p><b>Cyril Edward POWER 1872-1951</b> <b>The Tube Station, 1929</b></p> <p>Lotus 44.4 x 29.0 cm (17.48 x 11.42 in) Stock No: 418 Cappel CEP 11 5mm/7C/12 £7,500.00</p> 	<p><b>Cyril Edward POWER 1872-1951</b> <b>Disenchantment, c. 1935</b></p> <p>Lotus 23.2 x 31.5 cm (9.12 x 12.38 in) Stock No: 929 Cappel CEP 24 Railway 14 £25,500.00</p> 
<p><b>Cyril Edward POWER 1872-1951</b> <b>St Francis, 1937</b></p> <p>Lotus 40.2 x 24.8 cm (15.83 x 9.75 in) Stock No: 302 Cappel CEP 45 £25,500.00</p> 	<p><b>Cyril Edward POWER 1872-1951</b> <b>Cops de Ballet, 1932</b></p> <p>Lotus 29.2 x 22.2 cm (11.50 x 8.74 in) Stock No: 929 Cappel CEP 24 Railway 21 £25,000.00</p> 

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Price List

WORKS BY CYRIL POWER

<b>Cyril Edward POWER 1872-1951</b>				
174	<b>The Concrete, c. 1935</b>	22.6 x 29.0 cm (8.91 x 11.39 in)	£25,500.00	(\$2,879.00 €5,963.73)
418	<b>The Tube Station, 1929</b>	44.4 x 29.0 cm (17.48 x 11.42 in)	£7,500.00	(\$1,010.00 €1,991.20)
302	<b>St Francis, 1937</b>	40.2 x 24.8 cm (15.83 x 9.75 in)	£25,500.00	(\$2,966.00 €7,170.73)
363	<b>Levan Tennis, c. 1935</b>	21.1 x 31.1 cm (8.29 x 12.22 in)	£25,500.00	(\$1,158.00 €13,344.79)
929	<b>Disenchantment, c. 1935</b>	23.2 x 31.5 cm (9.12 x 12.38 in)	£25,500.00	(\$2,518.00 €6,764.23)
929	<b>Cops de Ballet, 1932</b>	29.2 x 22.2 cm (11.50 x 8.74 in)	£25,000.00	(\$2,740.00 €7,967.50)
929	<b>The Fountains, c. 1935</b>	17.4 x 25.0 cm (6.84 x 9.76 in)	£25,000.00	(\$12,394.00 €12,746.00)
1204	<b>The High Swing, c. 1935</b>	30.0 x 15.0 cm (11.79 x 5.91 in)	£25,000.00	(\$6,192.00 €6,274.00)
1205	<b>Wringing in the Beast, c. 1935</b>	25.0 x 30.0 cm (9.83 x 11.81 in)		***SOLD***
1206	<b>Study #1: 'The Eight', c. 1935</b>	27.0 x 20.0 cm (10.63 x 7.87 in)	£25,500.00	(\$5,418.00 €5,377.23)

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