

Laurence Kell – Portrait Commission Guide

1. Initial Conversation

The commission process begins with a conversation by phone, Zoom, or in person to discuss:

- Your ideas and intentions
- The location or setting of the portrait
- Preferred portrait size and format
- Timelines, sittings, and practical considerations
- Pricing guidance

At this stage, I also provide a written contract outlining the agreement, which is signed by both parties to confirm the commission. A 50% deposit is required to secure the commission and confirm a place in my schedule, with the balance payable on completion on delivery.

This initial discussion ensures that expectations are clear before work begins.

2. Gathering Reference Material

Reference material is usually gathered over the course of one day, allowing time to explore compositional options.

This may include:

- Life sittings — typically 2 x 2 hours drawing, arranged at a convenient location
- Photography — all photographs are taken by myself, unless the portrait is posthumous

Life sittings allow freedom to explore options including posture, lighting and viewpoint. All sittings are documented with photography for use in the studio. Clients receive guidance on clothing, and background to ensure the portrait reflects their vision.

3. Preparatory Drawing & Approval

Back in my Bristol studio, I will make a full preparatory drawing in preparation for the painting

- Clients are given the opportunity to review and approve the drawing before painting begins

4. Painting Process

- Completed in my Bristol studio
- Time to completion varies depending on size and complexity, typically 4–16 weeks

5. Framing & Delivery

- I am happy to advise on framing
- You may choose your own framer if preferred
- Delivery is not included and is charged separately, depending on location

6. Additional Considerations

- Copyright & Usage: Copyright remains with the artist; reproduction rights can be arranged
 - Care & Longevity: Guidance is provided on the care and maintenance of your portrait
 - Cancellations: Schedule changes or cancellations are handled individually
- Travel expenses, framing, and delivery/shipping are not included in the commission price.

Contact

To discuss commissioning a portrait, please email info@laurencekell.co.uk or call 07803 157280.