NADA Code of Ethics and Professional Practices

Founded in 2002, New Art Dealers Alliance (NADA) is a not-for-profit 501(c)(6) collective of professionals working with contemporary art. Our mission is to create an open flow of information, support, and collaboration within our field and to develop a stronger sense of community among our constituency. We believe that the adversarial approach to exhibiting and selling art has run its course. We believe that change can be achieved through fostering constructive thought and dialogue between various points in the art industry from large galleries to small spaces, non-profit and commercial alike. Through support and encouragement, we facilitate strong and meaningful relationships between our members working with new contemporary and emerging art, while enhancing the public’s interaction with contemporary art.

Our international group of members includes both galleries (including non-profit spaces) and individuals (art professionals, independent curators, and established gallery directors). The various perspectives and ideas offered by our diverse roster creates a network which, at its most basic, is a resource which people could contribute to, and take as much (or as little) from, as they are inclined. We believe in a spirit of friendly competition and the power of working collectively to gain access to resources and to provide services to artists and the public that we could not as individuals. The benefits for some may be a matter of business, for others a source of intellectual or aesthetic stimulation.

NADA believes that a community thrives best when its members are committed to observing the highest ethical and professional standards in their dealings with each other and with others in the broader community that it serves. Accordingly, by accepting the NADA membership card, members have each acknowledge their compliance with the code of ethical and professional practices to be observed in their relations with each other and their clients, artists, and other dealers. NADA reserves the right, at its sole discretion, to suspend or expel any member who violates this code.

• NADA members shall strive to promote NADA’s mission as set forth in its mission statement.

• NADA members shall be honest and fair in their dealings with others and uphold the highest ethical standards in all of their business activities and relationships.

• NADA members are committed to the highest standards in selecting and presenting works of art and in the education of the public in all aspects of contemporary art.

• NADA members shall respect and maintain the confidentiality of confidential information obtained from NADA or other NADA members.

• NADA members shall observe all laws and regulations applicable to their professional activities.

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• NADA members who represent artists shall strive to fulfill their fiduciary duty to those artists by acting at all times in the best interest of those artists and by setting forth in a written agreement the material terms of their business relationship.

• NADA members shall not knowingly deal in fakes or stolen artwork, and when selling a work of art shall provide a written bill of sale indicating, to the extent it is known, the name of the artist, the date of execution, the size and medium, signature or inscription, edition size if relevant, provenance, exhibition history and literature, and condition.

• NADA members shall respect the moral and intellectual property rights of others, seeking permissions and licenses and crediting the rights holder whenever appropriate.

• NADA members shall not discriminate in the dealings with others based on age, disability, race, gender, national origin, or religion.

• NADA members shall not disparage publically other NADA members, their work practices or those they represent. In the event a NADA member becomes aware that any other NADA member has undertaken, is undertaking, or is about to undertake, any illegal or unethical behavior or any other behavior that substantially violates this Code, it should report such behavior to the NADA board.