

## Call to Artists – April 2020 Exhibit

**Who's Eligible:** MCA Artist Members & Non-Members

**Title of Exhibit:** *The Art of Purpose; An Applied Arts Exhibit* – Sponsored by:



**Description of Exhibit:** The applied arts are all the arts that integrate design and decoration into everyday and practical objects in order to make them aesthetically pleasing. The term is used in distinction to fine arts, which are those whose only purpose is to be beautiful and stimulate the intellect in some way. This exhibit will be focused on artists who create original objects creatively designed with both aesthetics and function in mind. All work for this exhibit must be a functional object, produced in the last two (2) years and an original work (absolutely no mass-produced patterns or kits).

**Entry Procedure:** Each artist may submit up to two (2) pieces for judging and exhibition. All entries are to be submitted no later than Sunday, March 22 at midnight and sent via email to

[Ashley.Justiniano@McaOcala.com](mailto:Ashley.Justiniano@McaOcala.com). In your email, please include:

- Artist Entry Form – See page 3.
- Brief Artist Statement – Does the process / materials conjure up stories, memories or special meaning?
- Photograph of artwork – Please send high resolution images in .jpg file format.
- (For Non-Members) Completed MCA Membership Form – See page 4.

**List of Awards:** The judges will award Honorable Mention, Third, Second, First and Best of Show. Judges' decisions will be final. Awards will be presented at the Artists' Reception.

**Mediums:** All mediums are welcome, examples include: metalwork, goldsmithing, pottery, glass & enamel, woodworking, furniture making, fashion design, interior design, fiber arts, textiles, quilts, carpeting, embroidery, batik, jewelry, basketry, mosaic art, graphic art, advertising, hand-made books/journals, book illustration, photography, and industrial design.

**Juried Entry Fee:** MCA Members: \$25 / Non-Members: \$45 (membership included)

**Deadline for Submissions:** Sunday, March 22 (midnight)

**Notification of Acceptance/Rejection:** Friday, March 27 (end of the day)

**Artists' Reception:** Friday, April 3, 2020 (5:00 - 6:00pm)

**Exhibit Dates & Location:** April 3 through April 25, 2020 at The Brick (23 SW Broadway St.)

**Drop Off Date:** Monday, March 30, 2020 (10am – 4pm)

**Pick Up Date:** Monday, April 27, 2020 (10am – 4pm)

## Complete list of requirements for MCA exhibit submitted work:

**Subject Matter:** This exhibit is open themed. All submitted pieces should not be offensive or controversial and must be suitable for a family-friendly gallery audience and public City building.

**Medium:** MCA's exhibits are open to any media, depending on each exhibit. If piece requires special installation, the artist is responsible for all installation and providing all materials the piece may require.

**Submission Format:** Artists may submit up to two (2) pieces of original art for review by the judging panel on the given dates listed in the Call to Artists. Suggested size per piece is up to 36" in any direction. Anything larger will have to be discussed with the Gallery Director. Artists must submit images of their work, a brief Statement, Entry Form and Entry Fee receipt via email to the Gallery Director to be considered. Be sure to fill in all entry information completely and accurately. A membership form must be completed for all non MCA members and sent to [Carol.Toner@MCAOcala.com](mailto:Carol.Toner@MCAOcala.com).

**Limitations:** All 2D work must be properly wired with suitable hanging mechanisms, and must be "gallery ready", either framed or created on a gallery wrapped canvas. If work is not wired and gallery ready, it will not be accepted. All 3D work must be assembled by the artist, before it is accepted. Artist is responsible for installing their 3D piece unless otherwise specified by Gallery Director. All work must be ORIGINAL and must have been completed in the last two (2) years only. Please do not re-submit work that has already been shown in a previous exhibit at 'The Brick' Gallery or anywhere around Ocala/Marion County. All work must be completed before submission. Any work that is not yet dry or incomplete will not be accepted. All work must be labeled or accompanied by an Identification Card in the back including name of the artist, title of the piece and email. MCA reserves the right to reproduce accepted work in newsletters, news media, on their websites, and in other promotional uses.

**Payment:** Please make online card payments at: <https://mcaocala.networkforgood.com/events/18821-art-of-purpose-exhibit-entry-fee>. Or check or money order payable to Marion Cultural Alliance. Non-members MUST fill out an MCA Membership Form to be submitted with payment. The Entry Fee is non-refundable. Entry deadline is **March 22, 2020**. Entries must be submitted via email by midnight on this date.

**All work that is shown must be for sale, split 70% to the artist and 30% to MCA.** All work that is shown at 'The Brick' MUST be for sale, no exceptions. Sale price is determined by the artist.

**Liability:** MCA's Gallery Director will take great care in handling artworks for exhibition. MCA is not liable for any damage that may occur.

**Shipping:** The artist is responsible for shipping costs to and from The Brick City Center for the Arts. Specific shipping details can be requested from the Gallery Director.

**Post Show Pick Up:** Accepted artwork must remain in the Gallery through the designated end of the show and must be picked up by the date established in the Call. If an Artist cannot make the pick-up dates, arrangements must be made with Gallery Director before the end of the show. Any work left at 'The Brick' for over 30 days without prior consent from the Gallery Director will be considered a donation and will become property of Marion Cultural Alliance.

**Exhibition Selection Process:** Selection of work is at the discretion of the Gallery Director and judges. MCA reserves the right to reject work for the exhibition that does not meet the above requirements or does not match the intent of the exhibit. Artists will be notified of acceptance or denial via email, so please make sure a valid email address is provided.

If you have any questions or concerns, please contact The Brick's Gallery Director, Ashley Justiniano at [Ashley.Justiniano@MCAOcala.com](mailto:Ashley.Justiniano@MCAOcala.com) or call 352-369-1500.





### Detailed Calendar

- Deadline for Entry Submissions ..... Sunday, March 22 by midnight
- Notification of Acceptance / Denial ..... Friday, March 27 by end of day
- Judging Period ..... March 23 through March 26
- Drop Off Artwork ..... Monday, March 30 | 10am – 4pm
- Opening Reception..... Friday, April 3 from 5 - 6:00pm
- Show Closes..... Saturday, April 25, 2019
- Pick Up Artwork ..... Monday, April 27 | 10am – 4pm

\*\*\*Please make sure to include jpg. Image(s), Entry Form, & Artist's Statement in your email.  
Payment is due upon submission. If you are not able to send us your entry via email, please contact  
Gallery Director at 352-369-1500 to establish alternate options. All work MUST be submitted for  
approval by March 22, 2020.

Only approved artwork will be accepted on drop-off date.

### Entry Form

(Please type your email address clearly, if a mistake is made you will not be notified.)

Artist Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: (\_\_\_\_\_) \_\_\_\_\_  
\*Email: \_\_\_\_\_

(1) Title: \_\_\_\_\_  
Medium: \_\_\_\_\_ Price: \_\_\_\_\_  
Dimensions: \_\_\_\_\_

(2) Title: \_\_\_\_\_  
Medium: \_\_\_\_\_ Price: \_\_\_\_\_  
Dimensions: \_\_\_\_\_

\*Signed: \_\_\_\_\_ Date: \_\_\_\_\_

\*PLEASE INCLUDE THIS FORM WITH YOUR APPLICATION\*

# Support the Arts Become a Member of MCA Today!

You can join online at [mcaocala.org](http://mcaocala.org) or use this form.

Renewing members, please fill out the form below so that we can keep our contact list updated.

Your support is invaluable in helping us to achieve our mission to champion, convene, and create opportunities for Marion County's artists and arts organizations.

Together we will continue to build a vibrant, creative community!

## JOIN

- ☐ \$30 Artist
- ☐ \$30 Individual
- ☐ \$55 Artist/Family
- ☐ \$55 Family/Non-Artist
- ☐ \$100 Arts Organization
- ☐ \$100 Business

## ARTIST

- ☐ I am an artist working the following medium:

\_\_\_\_\_

## RENEW

- ☐ \$30 Artist
- ☐ \$30 Individual
- ☐ \$55 Artist/Family
- ☐ \$55 Family/Non-Artist
- ☐ \$100 Arts Organization
- ☐ \$100 Business

## ART ALTRUIST

- ☐ I would like to become a Volunteer. My particular skill or interest is:

\_\_\_\_\_

## DONATE

- ☐ Friend (\$30 to \$999)
- ☐ Patron (\$1,000-\$4,999)
- ☐ Chairman's Club (\$5,000-\$9,999)
- ☐ Founder's Circle (\$10,000-\$24,999)
- ☐ Benefactor (\$25,000 and up)

## ART ICON

- ☐ I am interested in remembering MCA in my will

In order to promote the sale of art in the gallery, Marion Cultural Alliance would like your permission to use images of your art in our newsletter, website, social media sites, or any other promotional material including posters, banners, brochures, invitations, and postcards. The title of your work and your name will be included with each use of your image.

☐ Yes, I give MCA permission ☐ No, I do not give permission \*Signed \_\_\_\_\_ \*Date \_\_\_\_\_

I understand that I may withdraw my consent at any time, but must do so by submitting a written request, signed and dated to MCA, 23 SW Broadway St., Ocala, FL 34471 or e-mail [admin@mcaocala.org](mailto:admin@mcaocala.org). Any withdrawal of permission will only apply to uses going forward, not retroactively.

Today's Date: \_\_\_\_\_ Birth Month & Day: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

## PAYMENT DETAILS

Cash: \_\_\_\_\_ Check #: \_\_\_\_\_

### Credit Card (circle one):

MC / VISA / AMEX / DISCOVER

### Credit Card Number:

\_\_\_\_\_

Expiration Date (M/Y): \_\_\_\_\_ / \_\_\_\_\_

CVC: \_\_\_\_\_ (3-digit # on back)

**mca**  
marion cultural alliance

marion cultural alliance  
at Brick City Center for the Arts

23 SW Broadway Street | Ocala, FL 34471  
352.369.1500 | [admin@mcaocala.org](mailto:admin@mcaocala.org)

[www.MCAocala.org](http://www.MCAocala.org)



Visit [mcaocala.org](http://mcaocala.org) for our artists' and art organizations' directories and community arts and cultural calendar.

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