

Call to Artists: MCA's Block Party!

Description of Event: Marion Cultural Alliance invites you to join them at their **Block PARTY on Broadway** fundraiser. The event will take place at the Brick City Center for the Arts. The exhibit kicks off on Friday, November 1 through Saturday, November 30, 2024 and will showcase art created and donated by national, regional & local artists, local celebrities, designers, creators, students, youth, and more. Funds raised benefit MCA, its programs, and initiatives.

The opening reception will take place on Friday, November 1st, 2024 from 5 to 7 p.m., with open gallery hour from 7 to 8 p.m. coinciding with the City of Ocala's First Friday Art Walk. Tickets are \$50 (MCA Members) / \$55 (non-Members) and includes VIP access to the gallery and awards ceremony, a ticket for the drawing, hors d'oeuvres, libations, interactive art activities, and live music. The purchase of a ticket entitles each guest to participate in a live drawing. Tickets will be drawn at random, and participants will be able to select their artwork in the order their tickets are called. Each guest will get an original 12x12" piece of art. All artworks are to remain on display through the end of the exhibition.

Entry Guidelines:

- Artist participation is FREE. Each artist may claim up to three (3) 12x12" canvases to be completed by the artist in their medium of preference. Open to local, regional, and national artists of all levels and ages. Youth, students, and other creative participants are encouraged!
- Only 100 canvases will be available on a first come, first served basis.
- MCA will provide blank canvases. Participating artists must sign a release form and return the completed piece by the established deadline.
- All pieces will be *donated* and sold to benefit MCA, and will be on display throughout the month of November 2024. This will be a juried/judged exhibit. Up to \$500 in cash prizes will be awarded for participants in the categories of Best in Show, First, Second and Third place. All work must be ORIGINAL; no giclees, reproductions or mass-produced kits/stencils.
- All entries are to be completed and submitted physically (or mailed in) **by October 28, 2024**. Artists must follow the application process and include:
 1. Artist's ID Card on the BACK of each piece with NAME and EMAIL / PHONE
 2. Signed Artist Entry Form (see last page)
- Acceptance into the exhibit is solely at the discretion of MCA. We reserve the right to reject work for the gallery that does not meet the above requirements or does not follow our standards.
- Please refer to our *FAQ's*, *Timeline*, and our *Gallery Standards* for more information.

List of Awards: The judge(s) will award Third (\$50), Second (\$100), First (\$150) and Best of Show (\$250).

The judge's decision will be final. Awards will be presented during this year's Block pARTy.

TIMELINE – *Please ensure you can make these dates in order to participate:*

- **Canvas Pick Up Dates:** September 15 through October 24 (during gallery hours)
- **Deadline to Drop Off Completed Art:** Monday, October 28, 2024 (10am - 4pm) – if block is completed before, please deliver to The Brick anytime during gallery hours
- **Artists' Reception / Block pARTy:** Friday, November 1, 2024 (5 - 7 pm)
- **Exhibit Dates:** November 1 – 30, 2024, during MCA gallery hours.

Location: The Brick City Center for the Arts (23 SW Broadway St. Ocala, FL. 34471)

Gallery Hours: T – F: 10am-5pm | S: 11am – 4pm | Closed Sunday & Monday*, please contact to confirm*

Contact: MCA Chief Arts Officer; *Ashley Justiniano* | Email: gallery@mcaocala.com

Gallery Standards and Requirements to Exhibit at The Brick:

Submission Dates: Submission dates are indicated in the *Call to Artists*. If you have questions, need clarification regarding dates or if you can't make any of the listed dates, please contact the Gallery Director immediately to establish alternatives.

Subject Matter: This exhibit is open to all themes, styles, and media. Please note: all submitted pieces should not be offensive or controversial and must be suitable for a family-friendly gallery audience and public City building.

Media: MCA's exhibits are open to any media including, but by no means limited to traditional drawing, glass, printmaking, digital/new media, photography, sculpture, painting, installation, etc. If piece requires special installation, the artist is responsible for all installation and providing all materials the piece may require.

Submission Format: Artists must register online. Once approved, artists may bring in only pre-approved pieces of original art on the date listed in the Call to Artists. Each submitted piece should include an Identification Card in the back with artist's name, contact info, title of the piece and suggested price. If your piece involves electronics, or an unusual installation that requires unique hardware to hang safely, please include it along with any specific instructions or contact us to discuss options. Missing information may result in disqualification. If you are not able to send us your entry via email, please contact Gallery Director at 352-369-1500 immediately.

Limitations: All 2D work weighing more than provided canvas, must be properly wired to support its weight with suitable hanging mechanisms. All work must be "gallery ready", and must include any hardware and specific instructions required for installation. If work is not gallery ready, it will *not* be accepted. All 3D work must be assembled by the artist before it is accepted. All work must be original, no giclee's, reproductions or creations using mass-produced kits. Please do not re-submit work that has already been shown in a previous exhibit at The Brick City Center for the Arts gallery or anywhere around Ocala. All work must be completed before submission. Any work that is not yet dry or incomplete will not be accepted.

Selection Process: Selection of work for participation is at the discretion of the Gallery Director & Gallery Advisory Committee. We reserve the right to reject work for the exhibition that does not meet the above requirements or does not match the intent of the exhibit. Protection of intellectual property rights in the arts is of paramount importance to every artist. Therefore, Marion Cultural Alliance, Inc (MCA). reserves the right to reject and return any piece that in the sole discretion of MCA would potentially infringe on any existing copyrights, trademarks, and trade dress. Artists will be notified via email after submission. If you wish to discuss further, please make an appointment via email.

Shipping: If shipping your art, please note the artist is responsible for shipping costs to and from The Brick City Center for the Arts by the established deadline. Specific shipping and labeling details can be requested from MCA. Any artwork receive past the deadline will be automatically disqualified.

Art Pick Up (N/A): There is no pickup date for participating artists. By participating in this exhibit, each artist understands they will be DONATING their blocks (works) to Marion Cultural Alliance to raise funds for the gallery, its programs, and initiatives. All artworks must remain in the Gallery through the end of the show. MCA will contact art buyers for pick up / shipping details once the exhibit concludes.

Liability: MCA's Gallery Director takes great care in handling artworks for each exhibition. MCA is not liable for any damage that may occur. In order to promote the sale of art in the gallery, Marion Cultural Alliance requests your permission to use images of your art placed 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. Protection of intellectual property rights in the arts is of paramount importance to every artist. Therefore, Marion Cultural Alliance, Inc (MCA). reserves the right to reject and return any piece that in the sole discretion of MCA would potentially infringe on any existing copyrights, trademarks, and trade dress.

Frequently Asked Questions

Q. *Why Should I Participate?*

A. Each participant will be supporting MCA's mission, its programs, and initiatives. Each participating artist will receive **one (1) complimentary ticket** to the Block pARTy opening reception at Brick City Center for the Arts and be a part of the festivities (NOTE: Artist entry does NOT include a ticket for the art drawing). Exhibiting artists will have a chance to win up to \$250 cash prizes and ribbons, awarded by our judge, a renowned local arts leader. The exhibit is timed to be available to the public during our busiest season, in a unique and fun way at the height of Ocala Metro's pre-holiday festivities.

Q. *How does it work?*

A. MCA will be hosting the Block pARTy opening reception on Friday, November 1st from 5-7pm at Brick City Center for the Arts (23 SW Broadway St) and includes VIP access to the show & awards ceremony, a ticket for the drawing, hors d'oeuvres, open bar, interactive art activities, photo ops, and live music. Our supporters will pay to attend the reception; purchase of a ticket entitles each guest to participate in a drawing. Tickets will be drawn at random, and participants will be able to select their artwork in the order their tickets are called. Exhibit sponsors will have first selection during opening night. All artworks are to remain on display through the end of the exhibition. Artworks not sold during the reception will be available for purchase throughout the month at a higher price. The exhibit ends Saturday, November 30, 2024.

Q. *How do we get started?*

A. Please respond to this call to artists so we know to expect you! Simply email MCA Gallery staff at gallery@mcaocala.com with your intent to participate, how many canvases you will be requesting and what date/time you will be stopping in to pick up. MCA will provide up to 100 canvases to be picked up by registered participants during gallery hours from **September 10 through October 24** at Brick City Center for the Arts. To request a canvas to be shipped via mail, please contact MCA to arrange all details at 352-369-1500.

Q. *Can I still participate even if I'm not a professional artist?*

A. YES! Anyone can create a block! There is no fee to participate. We are looking for professional artists, as well as emerging artists, students, designers, creators, youth, local celebrities, hidden gems, pleasant surprises, and more working in any artistic medium and style, established anywhere in the US.

Q. *If I claim a canvas, do I have to submit a painting/artwork?*

A. Yes. Please consider that if you claim a canvas and can't make the work by the established deadline, you may be taking the chance away from someone else, therefore the number of people who can participate in this fundraiser. If by any chance you cannot complete your work by the established deadline, please contact us as soon as possible.

Q. *How many works can I submit?*

A. Each participant may claim up to three (3) blank canvases and can submit these as separate artworks or as a series. The final size of your piece(s) should be no larger than the block we provided (12x12 inches). Each block will be displayed separately.

Q. *What other information should be included with the artwork(s)?*

A. All submitted works must be clearly labeled on the back with your *NAME, EMAIL and MEDIUM*. When picking up your canvas, MCA staff will provide each participant with a copy of the *Artist Entry Form*, which must be submitted along with the finished piece. If submitting abstract work or a series, please indicate which side is up and/or the sequence of the artworks.

Q. *Should I include hanging instructions and hardware?*

A. Yes. If your piece involves electronics, or an unusual installation that requires unique hardware to hang safely. If the piece is too heavy and/or requires wiring, please include it along with any specific instructions, or contact us to discuss options. Please note: all works should be completed, dry and ready to hang UNFRAMED as one large grid installation.

Q. *When is the last day to drop off my art?*

A. Drop off deadline for finished artworks is October 28, 2024 between 10am - 4pm. However, if your artwork is completed before then, feel free to deliver it anytime during gallery hours. Unfortunately, we cannot accept any artworks delivered AFTER this date, unless previously discussed with and approved by the Gallery Director.

Q. *When is pick-up date?*

A. There is no pickup date. All artworks will have a new home by the end of the month or will be saved for future MCA fundraisers. We appreciate your participation and support!

For specific questions and/or concerns, please contact MCA at your earliest convenience.

