

Call to Artists & Makers: The Shop at The Brick (For Consignment: JANUARY – APRIL 2025)

Marion Cultural Alliance at Brick City Center for the Arts, 23 SW Broadway St. Ocala, FL 34471

Prospectus: MCA seeks to add a variety of fine arts & artisan crafts to its Gallery Shop that showcases our local creative community. Located in the heart of downtown Ocala, The Brick Gallery has been the hub for artists and art lovers since 2001. Items will be carefully selected by our Gallery Committee with an eye for quality, representation of the area, broad retail appeal, and price. Jurying artwork supports MCA's goal be *THE* place to find unique, one-of-a-kind works crafted with technical capability, skill, and quality.

Eligibility: Must be an active MCA artist member. Local and regional artists can join online anytime at mcaocala.org/membership starting at \$35 per year.

Mediums: We are looking to showcase our region's creative bounty by including fine arts & artisan crafts including but in no means limited to; original paintings, drawings, photographs, jewelry, ceramics, glass, wood, metal, artist-made notecards, reproduction prints, textiles, artist-made wearables, home décor items, holiday items, and uniquely Ocala items. Have something else not on this list? Contact us! We'd love to hear from you.

Compensation: The sale of artwork is split with 70% going to the Artist and 30% to support MCA's mission of championing the arts in Marion County, Florida. Checks and a statement of sales will be available for pick up along with any unsold items at the end of the consignment period (90 days).

Deadline: The deadline to apply for the *SPRING 2025* selection is **Monday, January 13, 2025 by 11:59pm.** This consignment period will run through April 2025. MCA rotates consignment on a quarterly basis.

Entry Guidelines: To be considered for The Shop, artists must apply through ArtCall by the established deadline. MCA's guidelines ensure that we can represent your work fairly and display it to its best effect. We reserve the right to refuse to display any work that does not meet these guidelines:

- Artists must set up a profile and submit each piece separately at www.mcashopspring25.artcall.org, along with high-res images, contact info, title of artwork, dimensions, sale price and a brief statement and/or bio.
- Artwork must be handmade, original art created by the artist – no kits or mass-produced items!
- Artists may submit a maximum of 10 original works for consideration.
- Artwork must be display-ready based on the medium and manner of presentation.
- All artworks have a size limit: suggested size is up to 20" (inches) in any direction.
- Specific uniquely OCALA and/or seasonal items are encouraged for *this* consignment period.

Other Information: MCA Gallery Committee will review new submissions made via ArtCall only, no exceptions. Artists will be notified of their status via email by 6pm on January 20, 2025. Selected applicants must drop off their items during gallery hours the week beginning on Tuesday, January 23, 2025 through Saturday, January 25, 2025. Only pre-approved pieces will be accepted. NEW artists will be asked to sign a Consignment Agreement and bring an Inventory Sheet along with the approved artwork(s), which may be downloaded from the "Calls to Artists" section on our website. It is the artists' responsibility to complete the Inventory Sheet clearly, with each piece labeled with price and inventory number. Further information and the consignment agreement will be sent along with notification of acceptance or rejection. If your art is not selected, please do not be discouraged! Space is limited and very competitive. We encourage you to try again next season!

Contact: MCA Gallery Director; Ashley Justiniano | Email: galler@caocala.com

Gallery Hours: Tuesday through Friday 10-5, Saturday 11-4. Closed Sunday & Monday.

THE SHOP GUIDELINES: If you are an artist or a maker that is interested in being a part of *The Shop*, please read all the information below, carefully. Incorrect submissions will not be considered.

Submission Dates: Important 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. Must be an active MCA member to sell your work in the gallery.

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

Media: The Shop is open to any media including, but by no means limited to original paintings, drawings, photographs, jewelry, ceramics, glass, wood, metal, artist-made note-cards, prints, textiles, artist-made wearables, home décor items, holiday items, and uniquely Ocala items. Holiday items are encouraged by season. If piece requires special installation, the artist is responsible for all installation and providing all materials the piece may require.

Submission Format: Artists must submit their work via ArtCall, along with *contact info, title of artwork, dimensions, price information and any additional required info*. We will not review any entries in person, or sent through mail or email. Missing information may result in disqualification. Due to limited space, and depending on the type of art, The Shop can only accept a maximum of ten (10) items per artist. Once approved, artists may bring in only pre-approved pieces on the date listed in the Call to Artists. All pieces should include an Identification Card in the back with name, contact info and title of the piece. No business cards will be accepted or stored, please update contact info through ArtCall only. Inventory sheets may be download from the "Artists" section on our website. It is the artists' responsibility to complete the Inventory Sheet clearly, with each piece labeled with price and inventory number - you will need to bring the completed Inventory Sheet on the delivery date along with your artwork(s).

Gallery Standards: 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. All 3D work must be assembled by the artist before it is accepted. All work must be completed before submission. Any work that is not yet dry or incomplete will not be accepted. Suggested size per piece is up to 20" in any direction. Artwork must not exceed 15 pounds in weight. Artist must provide any stands that the artwork requires to exhibit adequately. If artist display is used, it should be added to inventory list and clearly labeled for return. Art prints and notecards must be sealed. Placement of artwork is solely at the discretion of the Gallery Director. **All work must be for sale, split 70% to the artist and 30% to MCA.** All work exhibited at The Brick must be for sale, and all participants **MUST** be active MCA members, no exceptions. The starting consignment period is 90 days. Artists will be permitted to add, exchange, or withdraw works from inventory only after the consignment period concludes (every 90 days). Artists must submit new items for consideration via ArtCall. Do not bring in any work that hasn't been pre-approved by the Committee.

Liability: MCA's Gallery Director will take great care in handling art. MCA is not liable for any loss or damage to artwork during the period of consignment. 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.

Marketing: To promote the sale of art in the gallery, MCA 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. Members are encouraged to use their own social media to promote their work, pointing their followers to MCA's Facebook, Instagram and website.

Shipping: The artist is responsible for getting the work to our gallery by the scheduled drop-off date. Shipping costs to and from The Brick Gallery is up to the artist.

Pick Up Information: Accepted artwork must remain in the Gallery through the designated date. Unsold items must be picked up by the date established in the agreement. If an Artist cannot make the pick-up dates, arrangements must be made with Gallery Director at least 2 weeks before the date. Any work left at 'The Brick' for over 30 days without prior consent from the Gallery Director will be considered a donation to MCA.

Exhibition Selection Process: Selection of work for participation is at the discretion of the Gallery Director & Gallery Committee. We reserve the right to reject work for the exhibition that is poorly presented and does not meet the above requirements. Artwork to be accepted must follow prospectus guidelines for size, weight, presentation, and condition. Artists will be notified of all updates via email. If you have any specific questions about these guidelines, please contact the MCA Gallery Director.