



# The Holiday Shop 2025 Prospectus & Information

## What is The Holiday Shop at Mooresville Arts?

The Holiday Shop at Mooresville Arts is a curated and selective retail opportunity for local artists that runs during the holiday season, the start of November to the end of December. Artists will be juried in for inclusion, and items must be for sale for this opportunity. The Mooresville Arts Gallery Committee is the jury for this opportunity. Limited space is available.

## What is The Holiday Shop looking for?

- Ornaments
- Holiday Cards
- Holiday Present Tags
- Magnets
- Small 2D Artworks, 15" by 15" max.
- Jewelry
- Pottery
- Art Journals
- 2026 Calendars

Artists 18 years of age or older may submit three (3) examples of their work that are representative of their body of work to be sold. Once selected for this opportunity, artists will be told the quantity of items they may bring in for their time in The Holiday 2025 Shop.

*The work must be original in execution, concept and composition by the artist. All Fine Art entries accepted in any medium. Work produced from widely published photographs, advertisements, websites, art books, other artists' works, commercial or mass-produced mold or patterns and artwork created in a workshop or under the direction of an instructor is **not** allowed for entry. Artwork must be created 100% by the artist; **no usage of AI will be accepted.***

### **SIZE AND OTHER LIMITATIONS:**

Each 2D entry should not exceed 15" in any direction including frame. All hanging pieces must be dry—NO WET PAINT, wired and ready for hanging in sturdy frames. Gallery wrapped canvases are also acceptable as long as the sides are 1 ½ inches or greater and the sides are painted and/ or presentable and wired for hanging. NO saw tooth hangers or other hanging devices are allowed; our gallery hanging system will only accommodate hanging 2D pieces on a wire. Each 3D work should not exceed 24" in any direction and cannot be more than 30 pounds.

## **SALES:**

Artists set their own prices for their works in the shop, but please consider price points for Shop items of \$100.00 or less, with, if appropriate, a few selective items priced at \$150-500.00. The declared value of the work must be reasonable and in line with the artist's previous sales. Mooresville Arts will assess a 30% commission (for MA Members) or 40% (for non-members) on all items sold in The Shop. Payment for art sales will be issued to artists at the end of their rotation in The Shop.

## **How do I submit my work?**

**The entry form for this sale is online. Artists also need to provide three (3) digital files as examples of their work. See below for links and instructions.** There are **TWO STEPS** in the Shop submission process. Applications submitted after the deadline and incomplete submissions will **NOT** be considered, so please make sure to complete both steps and submit your work on time!

1. **Complete the online registration form at mooresville.org** - Click "Gallery" at the top of the page and follow the "Call for Artists" prompt and select "The Holiday Shop 2025." There, you will find the online registration form.
2. **Email digital files of your entries to theshop@mooresvillearts.org** with your name in the subject line. Ex: "John Smith The Holiday Shop 2025 Submission". Please title the artwork image files accordingly - "ArtistName.Title.Price" Ex: "JohnSmith.FlowerOrnament.40". Files not labeled properly, per the instructions, will not be considered.

## **SELECTION PROCESS:**

The Holiday 2025 Shop is juried; submissions will be reviewed by the Mooresville Arts Gallery Committee to ensure a high-quality and diverse art sale. All submissions may not be accepted for this opportunity. The Gallery Committee will review submissions and will accept artists based on quality and diversity of the subject matter, media and presentation.

**Deadline for Submission: Friday, October 3<sup>rd</sup> 2025 by 5pm**

**Communcation of Acceptance or Non-Acceptance: Friday, October 10<sup>th</sup> 2025**

## **What are the next steps if I am selected?**

## **ARTWORK INTAKE:**

Further instructions will be sent out to accepted artists about intake, such as how to organize your work and intake/removal dates. As you are considering submission right now, please remember that Mooresville Arts reserves the right to deny entries deemed inappropriate, not in good taste, works not properly prepared for display, or works that require special installation or care. If your work requires special installation, please make us aware ahead of time and be prepared with your own tools to help.

**\*\*\*IMPORTANT NOTE:** All works must remain on display for the duration of the designated Shop rotation and be picked up on the designated removal date. If you are unable to arrange for your work to be picked up on the designated date, please contact Mooresville Arts to make other arrangements. Works not picked up within 10 days will become the property of Mooresville Arts.

### **REPRODUCTION RIGHTS AND MARKETING:**

Mooresville Arts Gallery reserves the right to photograph any work or use artist-provided images for publicity or promotional purposes. No compensation is provided for this use.

Accepted artists for this opportunity will be expected to help promote their shop presence via their chosen marketing channels (ie social media, printed materials, word of mouth). Existing or additional gallery events will be scheduled (dates to be announced at a later time) to promote The Shop; participating artists will be expected to attend their rotation's event and invite family, friends and other contacts.

### **LIABILITY:**

Mooresville Arts will do everything possible to keep each piece safe. However, submission of an entry is at the artist's own risk. The declared value of the work must be reasonable and in line with the artist's previous sales.

## **Important Dates to Remember**

- ☐ Deadline for Submission: Friday, October 3<sup>rd</sup> 2025 by 5pm
- ☐ Notification of Acceptance or Non-Acceptance: Friday, October 10<sup>th</sup> 2025
- ☐ Intake/Removal: Will be communicated to accepted artists
- ☐ Sale Calendar: The start of November 2025 to the end of December 2025

## **Contact Information**

- Mooresville Arts: 103 W Center Ave, Mooresville NC - Hours: Tuesday-Saturday from 12pm to 4pm
- Phone Number: 704-663-6661
- The Shop email: [theshop@mooresvillearts.org](mailto:theshop@mooresvillearts.org)
- Instagram: [@theshopatmooresvillearts](https://www.instagram.com/theshopatmooresvillearts)