



Mooresville Arts Gift Shop Prospectus - 2021

Welcome to the Mooresville Arts Gift Shop! We are excited that you are submitting your artwork for selection to be displayed for sale. Because we have limited space, selection will be based on quality, size, originality, and diversity. Please refer to and follow the prospectus below when selecting your items, completing your MA Gift Shop Inventory Sheet, and preparing your items for intake. Complete all portions of your inventory form prior to bringing your items to each seasonal intake. Only artists displaying in the gift shop will be allowed to display their business cards in the gift shop. Key items to remember are:

- **You must use your MA Gift Shop Artist Number. If you do not have one, send an email to: giftshop@mooresvillearts.org, subject line “MA Gift Shop” prior to your first intake date.**
- **Items must be submitted in a bin/container with a lid large enough to hold all items. This container must have your name on the side and lid.**
- **All items must be entered in the Online Gift Shop Submission Form by noon on Thursday, April 29, 2021. The link to access the online form is <https://forms.gle/Hybqt6h1uE52VVtW9>. Items will not be accepted if the online form has not been submitted by noon, Thursday, April 29, 2021.**
- **A ¾” yellow dot (such as Avery #5462) with artist number, item number, and price MUST be attached to each item. (If you are unable to purchase these dots, you may pick some up at the gallery prior to submission.)**
- **Complete the registration form on the last page of this document.**

AM I ELIGIBLE TO SUBMIT ITEMS TO THE GIFT SHOP?

MA member artists are eligible to participate.

WHAT IS MOORESVILLE ARTS’ COMMISSION ON SALES?

Mooresville Arts members who have volunteered 30 or more hours in a 12 month period will pay only a 30% commission on sales. Members who volunteer 4 hours as a docent during the month their work sold will also pay a 30% commission on sales. Mooresville Arts Members who do not volunteer will be charged the normal 40% commission. Mooresville Arts is a volunteer based organization. Volunteering as a docent will help ensure the gallery is open.

WHAT ARTWORK IS ACCEPTABLE?

Any item in the gift shop must be original in concept, design and execution by the artist. Work produced or copied from published photographs, advertisements, websites, art books, other artists' work, copyright images, commercial or mass-produced molds or patterns, novelty and/or decorative crafts or kits are not acceptable. High quality prints, gift items, and note cards of original artwork are acceptable. **Artwork priced at \$300 or less will be accepted.**

Mooresville Arts reserves the right to exclude items deemed inappropriate, not in good taste, works not properly prepared for display, **works too large to display, or works that require special installation or care.** Items that fit the following categories are acceptable for submission:

- **2D**
 - Larger framed paintings/photos may be submitted for consideration. They must be ready for hanging with wire - no sawtooth hangers. Pricing the paintings at \$300 or less will make the items more saleable.
 - Print rack items not to exceed 20" X 20" and must be wrapped and have a firm backing for support such as mat board or foam core
 - Suggested items (not restricted to the list below):
 - Original paintings and drawings
 - Prints
 - Photography
 - Note cards
- **3D**
 - Should not exceed 15" X 15" (should not exceed \$300)
 - Suggested items (not restricted to the list below):
 - Pottery (Artistic or Functional, i.e., mugs, bowls)
 - Jewelry
 - Glass
 - Sculpture
 - Woodwork (Carvings, Boxes, Turned works)
 - Fabric art – must be your original design (not to exceed 20"X20")
 - Gift items such as mugs or wood featuring your original art

HOW MANY ITEMS MAY I HAVE IN THE GIFT SHOP?

In order to ensure a greater diversity of artists and items, the maximum number of items submitted for consideration is 15.

WHEN DO I SUBMIT AND PICK UP MY WORK?

Contents of the gift shop will be swapped out seasonally in January, May, September, and November. Refer to the Mooresville Arts website for actual dates and times.

Your items must be available for the entire season. Because space is limited, some of your items may not be selected. You will receive an email with instructions on how to pick up non-selected items.

Pickup days at the end of each season for unsold items are the same as the exhibit intake days for that month. Works not picked up within 15 days will become the property of Mooresville Arts.

HOW DO I SUBMIT MY WORK?

There are six key things you must do to submit your work for consideration:

- All items must be entered online in the MA Gift Shop online form prior to intake. You will receive a copy of your submission form for your records. The link to access the online form is <https://forms.gle/Hybqt6h1uE52VVtW9>.
- You must use your MA Gift Shop Artist Number on each item. If you do not have one, send an email to: giftshop@mooresvillearts.org prior to your first intake date.
- Items must be submitted in a bin/container with a lid that is large enough to hold all items. Make sure your full name is on both the container and the lid.
- 3D items must be wrapped to keep them safe from damage during transport.
- All items must be securely labeled with a ¾" **yellow dot (such as Avery #5462) with artist number, item number, and price, in that order.**
 1. **Top line:** Three Digit Artist ID# (in this example, artist number 035, **not 35**). Listing your 3 digit number first will insure you get credited for sales of your artwork.
 2. **Second line:** Item number (selected by you)
 3. **Third line:** Price



The yellow dots are used in the sale of an item to identify the artist, the item, and the price of the item. Without the yellow dot, we have no way of tracking who should get paid for a sold item. These dots must be removable. Do not fold them to make them stay on your artwork.

Optional Sample Marking Tags with Strings for Smaller Items

In addition to the yellow dots, marking tags can be used on small items that will not hold the yellow dot. The yellow dot should be attached to the marking tag. These tags must be firmly attached to the item, must have a string, and must contain the following information:



Since it is left on your item after purchase, a business card sized label on larger items is highly encouraged. This label will allow the buyer to have your contact information available in the event they want to purchase more of your work. The label should include: the name of your artwork, your name, medium, artist & item number, price, and either your email address or website. **The yellow dot is still required.**

Consideration should be taken with framing and presentation of items. Any 2D works larger than 12" X 12" must be wired for hanging or have mounting hardware. Items that are framed and matted must be neat, clean and in good repair. Prints (i.e. Giclée) and printed note cards that are not originals must be labeled as such.

WHAT HAPPENS WHEN MY ITEMS SELL?

You will be notified of sales by the end of each gift shop season and may be requested to provide items to replace them as inventory is reduced.

LIABILITY:

Mooresville Arts will do everything possible to keep each piece safe. However, submission of an item to the gift shop is at the artist's own risk. It is suggested that an artist wanting protection insure his or her own art (some homeowner's policies may include protection and should be checked).

REPRODUCTION RIGHTS:

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

REGISTRATION FORM:

The following form must be signed and returned to Mooresville Arts to have your artwork displayed in the Mooresville Arts Gift Shop.

I understand and agree to all the terms and conditions of entry described in this prospectus. I further pledge that all artwork I submit is of my original creation in concept, composition, and execution. I also accept that I am submitting my items at my own risk.

Name: _____ MA Member Gift Shop #: _____

Email: _____ Phone Number: _____

Mailing Address:

Signature:

_____ Date _____