



The Shop 2025

Prospectus & Information



SCOPE OF THE SHOP AT MOORESVILLE ARTS:

The Shop at Mooresville Arts is a curated and selective retail opportunity for local artists. Artists will be juried in for inclusion, and items must be for sale for this opportunity. Limited space is available. Artists' work will be reviewed by Mooresville Arts Gallery Committee and artists will be scheduled throughout 2025.

SUBMISSION DEADLINE & PROCESS:

By Friday, October 11th (by 5pm)

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. Applications submitted after the deadline, and incomplete submissions, will NOT be considered. There are TWO STEPS in The Shop submission process (please make sure to complete both!)

1. **Complete the online registration form** at mooresvillearts.org- click "Gallery" at the top of the page and follow the "Call for Artists" prompt and select "The Shop 2025"
2. **Email digital files of your entries** to galleries@mooresvillearts.org with your name in the subject line, ex. "John Smith The Shop 2025 Submission". Please title the artwork image files accordingly- "Artist name.Title.Price", ex. "JohnSmith.Flowers.350". **Files not labeled properly, per the instructions, will not be considered.**

INTAKE: (only for accepted artists) **Will be communicated to accepted artists at a later time.**

ARTWORK ELIGIBILITY DETAILS:

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 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.

SELECTION PROCESS:

The 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. The Gallery Committee will communicate acceptance or non-acceptance for the 2025 Shop by Friday, October 25th, 2024.

ARTIST EXPECTATIONS:

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.

SALES:

Mooresville Arts will assess a 50% commission 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.

REPRODUCTION RIGHTS & 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. **If you have a Facebook or Instagram profile, please like/follow Mooresville Arts and The Shop at Mooresville Arts so that we can tag your account/profile in our promotional efforts!**

SIZE AND OTHER LIMITATIONS:

Each 2D entry should not exceed 24" 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.

Please consider price points for Shop items of \$100.00 or less, with, if appropriate, a few selective items priced at \$150-500.00.

Please have all work prepared for display before intake. Artists should be able to carry their own work into the Gallery. 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, be prepared with your own tools to help.

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.

CALENDAR:

- **DEADLINE FOR ONLINE SUBMISSION & IMAGE SUBMISSION (REQUIRED):** By Friday, October 11th, 2024 (by 5pm)
- **NOTIFICATION TO ARTISTS:** By Friday, October 25th, 2024.
- **INTAKE:** TBD (exact dates will be communicated to accepted artists at a later time).
- **SALE CALENDAR:** Throughout 2025 – Accepted artists will have work for sale in The Shop in approximately 3-4 month-long rotations
- **REMOVAL DAY FOR UNSOLD WORK:** TBD (exact dates will be communicated to accepted artists at a later time).

*****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.

CONTACT:

- Gallery Shop Committee: galleryshop@mooresvillearts.org
- Mooresville Arts: 103 W Center Ave Mooresville NC 28115 (704) 663-6661
- Facebook – facebook.com/mooresvilleart
- Instagram – Instagram.com/mooresvilleart