

# Minnetonka Center for the Arts

**Purpose** Our goals are to provide a unique shopping experience to selective buyers; to provide a venue for fine artists and crafters to sell their work to discerning shoppers; and, to raise operating funds for the Art Center through commissions. (40% of all sales go towards the Art Center's operating costs.)

Work will be selected for sale considering quality, creativity, price and appropriateness for holiday gift shopping in an upscale, suburban market. Buyers will be able to take work with them when they buy it. We will

replenish work that sells as the artist supplies us with more items.

**Eligibility** The Holiday Gift Show is open to all artists. Past experience tells us that jewelry, glassware and functional pottery are particularly popular for gift giving.

**Audience** Most of our shoppers come from the western suburbs of Minneapolis. We plan an elegant opening reception.

**Display** Smaller items, especially jewelry, will be displayed in the retail space opposite the reception desk where someone is always on duty. The rest of the show and sale will be in the Laura H. Miles Gallery, which will be arranged in smaller, bright display areas.

**Pricing** Statistics from previous years show that most items sold retailed at less than \$100. Next most popular price point was \$100 to \$200. More expensive works sell, but in smaller quantities.

## Guidelines

1. Submit slides, images on CD, photos or three samples of your work on or before October 1 to Bob Bowman, Minnetonka Center for the Arts, 2240 North Shore Drive, Wayzata, MN 55391. Examples should represent the price range and type of work you would submit to sell.
2. Complete and return the entry card below that lists your name, address, phone, e-mail, medium, size and price of each work. Please mark each slide, images on CD, photos and samples with your name, medium and price. Include a self-addressed stamped envelope so we can return your images promptly. If you submit slides, CD's or photos please include a list identifying the work.
3. All work must be original artwork, completed by the named artist. Mass-produced items, items made from kits, items made primarily from unaltered manufactured components, photocopies and offset lithographic reproductions will not be considered.
4. 2-D work should be framed and ready to hang or wrapped for display in bins. Media considered includes painting, drawing, sculpture, jewelry,

glass, fiber art, photography, ceramics, printmaking, wood, multi-media. Work should be appropriate for gift-giving. Jewelry, pottery and glassware have proven especially popular. Price points below \$200 sell best.

5. If your work is accepted for the Arts of the Holidays Juried Show and Sale, we'd like you to supply us with more work than can be displayed initially, so we can restock as work sells. We may contact you for more items if sales are brisk. NOTE: Not all items will be on display at the beginning of the show.
6. When work is accepted you will be advised how it should be marked. We may ask to keep slides of accepted work for a few weeks to use in promotional materials and publicity. Chances of our using your work for publicity are greater if you can also supply us with digital media.
7. We will mail back images of unselected work if a SASE is provided.
8. Samples of work not selected for the sale must be picked up at the Art Center.

9. The Minnetonka Center for the Arts commission will be 40%.
10. We will take precautions to secure your work: locked cases for jewelry and smaller items, and locks and a security system during off hours. However, we cannot be liable for missing or damaged items.
11. We will promote this event extensively, with a promotional postcard, story in our newsletter, listings in publications, ads in local publications, news releases to a wide list of media and arts organizations and flyers to members of local Chambers of Commerce at a minimum.
12. We will have an opening reception on Thursday, November 19, 6 - 9 PM. It is free and open to all. Artists are encouraged to attend and help promote sales of their work.
13. Exhibiting artists will have the opportunity to receive event promotion postcards they can send to their clients. See entry form.

**October 1  
Submission  
Deadline**

**October 9**  
Notification letters  
mailed (please  
allow for delivery)

**November 10 & 11**  
In-take of accepted  
work Noon - 8 PM  
both days.

**November 19**  
Opening reception,  
6 - 9 PM

**January 5 & 6**  
Pick-up of unsold  
work 11 AM - 4:30  
PM both days.

Questions? Call Bob Bowman, 952.473.7361, ext. 17  
or e-mail [bbowman@minnetonkaarts.org](mailto:bbowman@minnetonkaarts.org)

## Entry card for 2009 Arts of the Holidays Juried Show & Sale

**entries due 10/01/09**

### • COMPLETE ALL INFORMATION ON THIS CARD.

- Include up to three slides, samples, images on CD or photos of your work and a self-addressed, stamped envelope for return of images.
- Mail or deliver to: Bob Bowman  
Minnetonka Center for the Arts  
2240 North Shore Drive  
Wayzata, MN 55391
- Submit entries by October 1, 2009

Artist Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
E-mail \_\_\_\_\_  
Phone \_\_\_\_\_ Would you like 50 postcards for promotion?  Yes!

### Sample, Slide, CD image or Photo (1)

Name \_\_\_\_\_  
Medium \_\_\_\_\_  
Price \_\_\_\_\_

### Sample, Slide, CD image or Photo (2)

Name \_\_\_\_\_  
Medium \_\_\_\_\_  
Price \_\_\_\_\_

### Sample, Slide, CD image or Photo (3)

Name \_\_\_\_\_  
Medium \_\_\_\_\_  
Price \_\_\_\_\_