

All That Art

Friday, March 7, 2014, 6-9 pm

Call to Artists Prospectus

BACKGROUND/HISTORY

Maryland Hall is hosting our 9th Annual **All That Art** exhibition and auction fundraising event. Maryland Hall hosts this event to raise funds for our visual arts program and to benefit local artists; **auction sales are split equally between the artist and Maryland Hall.**

All That Art includes an exhibit in the galleries from February 24-March 7, 2014, culminating in a ticketed elegant reception and auction on March 7 from 6-9 pm.

Last year's **All That Art** was our most successful ever — with net proceeds of more than \$82,000, a 29% increase over our net total last year. As you may know, proceeds from **All That Art** are used to support the artists who participate in the auction; to underwrite and grow our visual arts program; and to fund our **ArtReach** program which supports arts access for underserved students.

Art sales were particularly good in 2013 again due to many factors. The event has continued to attract committed art buyers who are passionate about purchasing art and supporting Maryland Hall. Thanks to the artists, we had a wide variety of high-quality artwork to sell. And our talented auctioneer, Brenda Anderson, helped connect the audience to the artwork and artists, resulting in many pieces selling for over retail value. In both auctions, judicious starting bids helped generate bidding, enabling almost every piece of artwork to sell this year.

ALL THAT ART 2014 SCHEDULE

Friday, November 1: **Deadline:** Artists submit work for jury's consideration. Jury may contact artists about their work during the jury process. * (see special note on page 2)

Tuesday, December 3: MHCA contacts artists with jury's decisions.

December/January: Jury continues to consult with accepted artists as necessary about specific pieces in the auction.

Friday, February 14: On-line catalog of works published at www.marylandhall.org.

Monday, February 17: Drop off of work, Room 208, 10 am-5 pm.

Monday, February 24- Friday, March 7: Work is exhibited and for sale in the Chaney and Martino Galleries.

Friday, March 7: All That Art Auctions, Exhibit and Reception, Galleries and Lower Level Community Gathering Space; 6-9 pm.

Monday, March 10: Artists notified if any work is not sold.

Tuesday-Wednesday, March 11-12: All unsold artwork picked up, 10 am to 5 pm.

ENTRY REQUIREMENTS

We are seeking your highest quality work in all media including but not limited to, drawing, painting, sculpture, jewelry, pottery, mixed media and photography. The **All That Art** jury will consist of Brenda Anderson, Mary Torggler, Joanie Surette and Sigrid Trumpy.

For **All That Art** 2014, artists will participate through two processes: invited artists and juried artists.

1. Juried artists will come from an open selection process (outlined in this call) where all artists are invited to submit work to be considered by the **All That Art** jury.
2. Several artists will be invited separately by members of the **All That Art** Advisory committee to participate in the event.

SUBMISSION GUIDELINES

- Artists should submit three works for the jury's consideration by **November 1.**
 - Artists may submit three works for the auction to be considered by the jury; the jury will choose one work for the auction, OR;
 - If an artist would like to create a specific work to be sold at the auction or has one or more works in progress but not yet complete by the deadline, this should be noted on the submission form. In this case, an artist may submit up to three examples of their work for the jury's consideration. Works submitted should be representative of style, price or medium of the works in progress.
- Work must have been created within the past two years and not exhibited in any other setting within a 30-mile radius of Annapolis.
- Work can be two or three-dimensional, from any media.
- The jury will select the artists to include in the exhibition/auction by **December 3.**

Of Special Note:

- Because **All That Art** is primarily a fundraising event for both the artists and Maryland Hall, the jury is seeking a specific mix of work and price ranges for auction. Therefore, a member of the jury may contact artists at any point in the selection process to view or discuss works in progress, discuss pricing or request an alternate piece for the auction.

EXHIBIT/AUCTION INFORMATION

The decision on which art will be sold in the live or silent auction will be made upon the receipt of all actual artwork. All work must be framed with wire (no saw tooth hangers or stationary hooks are acceptable) and received ready for installation. Artwork should not exceed 4 feet in any direction or weigh over 40 pounds. MHCA reserves the right to refuse a piece if it varies significantly from the submitted image and the criteria upon which it was initially accepted or if the work is improperly presented or considered unsafe.

PUBLICITY

All artists will be listed on the event invitation; in press releases; on Maryland Hall's web site exhibit calendar; in a web site catalog available before the event; in the printed event catalog; and in event signage.

MAILING LIST

MHCA is asking artists to provide a list of patrons who collect their work for inclusion in the event invitation mailing list. Along with inviting patrons to the auction, the invitation will notify patrons that your work will be for sale and exhibited in the galleries from February 24-March 7. Use of this list is strictly limited to invitations for "All That Art" only. Please submit a list of your patrons with your application.

COMMISSION AND PAYMENT

The final bid (sale price) for each artwork sold will be divided equally between the artist and MHCA. Artists will establish suggested minimum bid and the retail value. When establishing your minimum bid please choose an amount that you are comfortable with, given the 50/50 split with Maryland Hall. Artists may choose to increase the amount given to MHCA if they desire. MHCA's goal is not to undersell any piece of art in the auction and to give full respect to your established sales record. Artists will receive the name of the purchaser and a check for their portion of the sale by April 1, 2014.

INSURANCE AND LIABILITY

All works are insured against physical damage or loss by Maryland Hall from receipt on February 17 through March 10, when unsold work is to be retrieved by the artist. The insurance value is the retail or fair market value of the piece. Slides and CDs become the property of MHCA and MHCA reserves the right to use the images of accepted works for publicity and educational purposes. **All artwork must be original, no reproductions (including giclees, commercially printed or computer generated reproductions of paintings, drawings, etc.)** Work that is submitted electronically should be available for auction; substitutions must be approved in advance by the jury. Submission of the entry form constitutes understanding and agreement with all the conditions outlined in this prospectus.

Questions about the auction or the submission process should be directed to Kelsey Presswood, kpresswood@mdhallarts.org or 410-263-5544, ext. 25



All That Art

**Artist Application for All That Art 2014
Due Friday, November 1, 2013**

Please complete the following forms with your work by mail (images on a CD) or electronically (**300 dpi photos**) by Friday, **November 1**. Please label all images with your name and title of piece. An electronic copy of this form is available on-line at www.marylandhall.org on the "Upcoming Exhibits" Page, click on *All That Art* listing.

Artists may also submit their information and images electronically through the Maryland Hall web site. Go to www.marylandhall.org; click on "Upcoming Exhibits" Page, click on All That Art listing and click on Call to Artists.

Artist Information

Name

Address/City/State/Zip

Email

Daytime phone

Website

Please submit the following with your application:

___ Enclosed/attached is my bio

___ Enclosed/attached is my artist statement

___ Enclosed/attached is my patron mailing list

MHCA splits the proceeds with the artists at 50% of the final bid price. If you wish to give additional support to the MHCA visual arts program, please note it below.

___ I will support MHCA with ___% of the final bid price going to MHCA's visual arts program.

Please complete this form and mail to: All That Art 2014, Maryland Hall for the Creative Arts, 801 Chase Street, Annapolis, MD 21401 or email to submissions@mdhallarts.org.

All That Art: Artwork Submission Form

Due Friday, November 1

Artwork 1

Title

Year

Medium

Dimensions (h x w x d)

Retail Value

Minimum Starting Bid

The work above is available for the auction at this time.

The work above is an example of my work. I am completing new work that the jury may view upon completion.

Artwork 2

Title

Year

Medium

Dimensions (h x w x d)

Retail Value

Minimum Starting Bid

The work above is available for the auction at this time.

The work above is an example. I am completing new work that the jury may view upon completion.

Artwork 3

Title

Year

Medium

Dimensions (h x w x d)

Retail Value

Minimum Starting Bid

The work above is available for the auction at this time.

The work above is an example. I am completing new work that the jury may view upon completion.

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