

2017 Mistletoe Magic

ENTRY FORM

The Aird's 28th Annual Silent Art Fundraiser | Thursday, November 30, 2017 | 6 - 9 pm

John B. Aird Gallery
Galerie John B. Aird



28th Annual mistletoe magic

Annual Silent Art Auction Fundraiser

The Aird Gallery is an *independent, not-for-profit gallery*, and as the Aird's primary fundraising event, *Mistletoe Magic relies on artists' donations*. The auction provides a creative forum for artists to exhibit and sell their works, while funds collected help to *maintain the gallery and carry out its mandate* – continuing to provide the public with free programming, and a valuable and inviting space for artists to showcase their creations. It's a charitable event, in support of other artists! No other fundraiser is as unique as this.

Image: Barbara Klunder • Snowflake Tattoo 2016 • 2016 Featured Artist

SUBMIT YOUR ENTRY ONLINE:

ENTRY DEADLINE: Sunday, November 5, 2017

<http://www.airdgallery.org/open-calls-submissions>

You can send your files using the "JOTFORM" link or the "Drag & Drop" tool

Please include the following:

1. Completed Entry Form
2. One-page Biography or Artist's Statement
3. 300 DPI JPG digital image/s of your artwork/s. Please name the file/s as follows:
Surname_TITLE_Dimension (inches).jpg • (e.g. Reyes_OCEAN_18x20.jpg)

You may also fill out this entry form and submit in person or via mail. Please ensure you include the items per above including JPG digital image/s. Mistletoe Magic, John B. Aird Gallery, 900 Bay Street, Macdonald Block, Toronto, ON M7A 1C2



airdgallery.org

Macdonald Block, 900 Bay Street (at Wellesley), Toronto, ON, Canada M7A 1C2 | Gallery Hours: Monday to Friday, 10 am - 6 pm
Édifice Macdonald, 900 rue Bay (angle Wellesley), Toronto, ON, Canada M7A 1C2 | Heures d'ouverture : du lundi au vendredi, de 10h à 18h

director@airdgallery.org • info@airdgallery.org



Celebrating excellence
in the visual arts.

About the Art Auction Fundraiser

Objectives: To raise funds needed for the Aird Gallery's year-round programming (12-13 exhibitions per year) and to increase the visibility of the gallery, the participating artists and organizations, while remaining free of charge to the public.

Format: An exhibition and silent auction of small artworks in two or three dimensions no larger than 24" or 61 cm (framed) in any dimension. A Preview Period precedes the auction night. During the preview, art works can be purchased if a buyer pays the full retail price.

Preview and Pre-Bidding: Thursday, November 23 to Thursday, November 30, 2017.

Location: John B. Aird Gallery, 900 Bay Street, Toronto (Bay at Wellesley).

Artwork: Artists are invited to provide small affordable artworks. Submissions in a range of media including fine, decorative and functional works of art and craft are encouraged. Artists are welcome to submit up to three works. The Gallery's preference is for work priced between \$200 - \$600 retail.

Entry Guidelines

1. As a not-for-profit, charitable gallery, artists are encouraged to make an outright **donation of their work (100%)**.
2. Artists may also submit works for sale and **donate 50% of art sales to the Gallery**. Artists may prefer to receive the other 50% of art sales.
3. Artworks must have a reserve bid; **reserve bids are suggested at 40-50%** of the retail value.
4. Artworks must be delivered to the Gallery on **Saturday, November 18, 2017**, between 10 am and noon.
5. **The auction committee reserves the right** to make the final selection and installation of artworks.
6. **Fine Art Insurance is provided by the Gallery**. The policy requires payment of a \$1,000 deductible on each insurance claim. An artist or artists wanting to process a claim must pay the \$1,000 deductible. Losses, damage or liability claims under \$1,000 are the responsibility of the exhibiting artist(s).
7. **Digital invitations to Mistletoe Magic** will be available for artists to send to their contacts.
8. Artists will be contacted if their artwork(s) are not sold. Unsold works must be picked up from the Gallery on **Sunday, December 3, 2017**, between noon and 3 pm.

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You can fill an **online entry** form by visiting: www.airdgallery.org/open-calls-submissions. You may also fill out this entry form and submit in person or via mail: **Mistletoe Magic, John B. Aird Gallery, 900 Bay Street, Macdonald Block, Toronto, ON M7A 1C2**. Please ensure you include the following items: 1. Completed Entry Form, 2. One-page Biography or Artist's Statement, 3. 300 DPI JPG digital image/s of your artwork/s.

Please name the file/s as follows: Surname_TITLE_Dimension (inches).jpg, (e.g. Reyes_OCEAN_18x20.jpg)

PLEASE FILL OUT SEPARATE ENTRY FORMS FOR EACH ARTWORK ENTRY.

Artwork(s) must be delivered to the John B. Aird Gallery on Saturday, November 18, 2017, between 10 am - noon.

ARTIST NAME: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

PHONE: _____ EMAIL: _____

ART SOCIETY AFFILIATION (if applicable): _____

TITLE OF WORK : _____

MEDIUM: _____ SIZE (INCHES): _____

RETAIL VALUE (Suggest between \$200 - \$600): _____

RESERVE BID (40% to 50% of Retail Value): _____

PLEASE **CHECK ONE** OF THE FOLLOWING DONATION LEVELS:

OPTION 1: 100% I choose to donate my work outright to the Aird Gallery.

NOTE: The Aird Gallery is in the process of finalizing its charitable status. Please be patient about receiving charitable receipts that are applicable for the full retail price of works up to \$1,000.

OPTION 2: 50% I choose to donate 50% of art sales to the Aird Gallery, and receive the other 50% of art sales.

*If you would like to **help the Aird more**, you can instead choose to **donate 65%** of art sales by clicking this box.*

Artists whose works have sold will be notified on receipt of payment. Artists will be contacted to pick-up unsold works. The pick-up date for unsold works will be Sunday, December 3, 2017, noon - 3 pm. I have read and understand the guidelines contained on the entry form and agree to provide art work(s) for this fundraising sale.

Signature: _____

Date _____