

summary

The Contemporary Dayton's (The Co) Holiday Gift Gallery is the premier fine art and fine craft gallery show and sale in the region, presented in The Co's loft-like, contemporary gallery space with display designed by Dayton-Emmy Award Winning set designer, Chris "Red" Newman.

The Co's Holiday Gift Gallery is known for its high quality, unique character, and wide variety of original, artist-made "giftables." The warm, friendly, and knowledgeable staff and volunteers work with each artist to review inventory and pricing, produce inventory bar code stickers, and provide guidance on hang-tags and other marketing elements.

Showcasing work to its best advantage each day is our priority, while events like corporate holiday parties, Dayton's First Friday and downtown Tree-Lighting events keep crowds coming through the show during its 5-week run. Opening with a Members Preview Party and running through the holidays, it includes targeted marketing for Black Friday, Small Business Saturday, and Cyber Monday—and attracts thousands of visitors from throughout Southwest Ohio.

The event will be reviewed in the Dayton Daily News/Dayton.com, DaytonLocal.com, and DaytonMostMetro.com among others; will be promoted through poster distribution and press release (45 regional media); and digitally via e-blast to 3,500, partner websites, social platforms and 40+ event calendars and art sites.

eligibility

- Artists from throughout the Miami Valley and the Midwest are encouraged to apply.
- Artists must be the maker, designer, creator, and producer of their works.
- Artists are encouraged to have an inventory of at least 5 works eligible for sale to apply; and many have 30+. (Limited multiples of ornaments and other small items are encouraged, but generally not to exceed 10 of the same item.)
- Final item selection, retail pricing, and amount of inventory will be approved by The Co staff.
- Commercially-produced display forms or structures, signs, flyers, business cards, or any other form of advertising for other shows, artist's website, Etsy site or other sales-oriented site are not permitted.
- The Co curates the display and items from the artist's inventory, holds some items in back inventory and moves and adjusts displays around weekly. The Co reserves the right to make these adjustments.
- Artists receive 25 postcards promoting the Holiday Gift Gallery and are encouraged to invite their mailing lists and post images of their items on their social platforms.
- All gallery sales during the run of the Holiday Gift Gallery must be administered through The Co.

APPLICATION DEADLINE

Jul 1, 2020

JURYING/ARTISTS ANNOUNCEMENT

Jul 30, 2020

NEW ARTIST REVIEW APPOINTMENTS

Aug 1-15, 2020

TAGGING & PRESENTATION WORKSHOP

Sept 15, 2020

DROP-OFF

Oct 29 & 31, 2020

MEMBERS PREVIEW PARTY

Nov 19, 2020

EXHIBITION DATES

Nov 20-Dec 23, 2020

PICK-UP

Dec 29-31, 2020

SALES COMMISSIONS

Artists receive 60% of sale

APPLICATION FEE

Members: Free

(contact us for Member Waiver Code)

Non-Members: \$20

STAFF CONTACT

Cydney King, Curatorial Assistant

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audience & sales

The Co's membership of 600 community members and artists, as well as longtime collectors, out-of-town visitors and thousands of art lovers look forward to the Holiday Gift Gallery each year. Our devoted attendees appreciate fine art and fine craft and are ready to buy gifts and for their own homes for the holidays.

Up to 80 artists will be invited to participate. Sales commission split is 60:40, artist's favor. The Co manages and processes all cash, check and credit card sales. In addition, 10-12 items will be selected to highlight and offer for purchase through The Co website, e-blasts and social media.

Last year, 86 artists were selected; 1,175 works sold; and gross sales were \$29,000. Buyers are most drawn to "giftable" objects like ceramic, wood, and glass décor; jewelry, scarves, gloves and other unique wearables; kitchen items; hand-printed or painted cards; small, framed, photographs or woodblock prints, paintings, or "table-top" sculpture.

Most popular are one-of-a-kind, hand-crafted ornaments with a retail price point of \$9-15. Next is handmade jewelry, ceramic (mostly functional) glass, fiber (knit, silk, felted items) and wood; ranging retail between \$24-300.

how to apply

- All applications must be processed through CaFÉ™/Call for Entry, callforentry.org, an industry-wide digital submission platform.
- With CaFÉ™, you need to register only once, and then can apply/upload images for dozens of Calls all over the world. If you have not yet used CaFÉ™, you should have the following ready to apply:
 - 1) your name, address, and email
 - 2) 3-5 jpgs of artwork you would like considered for submission into the Holiday Gift Gallery, saved with your last name and title of work

*Note: if you have 10 items (i.e. glass ball ornaments, letterpress cards, nature photographs, etc.) that are identical or similar with slight variation, it is ok to represent them with 1 image. If you have more than 5 items that are radically different (i.e. 8 different wood objects or quilts, etc.), you may email us separately with jpegs of the additional images attached.

evaluation & criteria

The Contemporary Dayton's (The Co) Exhibition & Program Committee, a group of arts and cultural professionals, educators, artists, and other community members, will rank all submissions on level of craftsmanship, originality, and contemporaneity (items such as country crafts, anything made in a commercial mold or with a commercial kit, commercially manufactured clothing or household items with artist embellishment, dried flower wreaths and alphabet photography will not be considered). All work must be structurally sound, safe, non-toxic and fit for its intended use.

thecontemporarydayton.org