



Photos by Melissa Ostrow

# Your art belongs here.

Be a part of a highly anticipated Boston tradition, the MassArt Auction. Don't miss your opportunity to support the next generation of artists, designers, and educators at MassArt, the nation's only independent public college of art and design.

## Event details.

### 2-4 WEEKS IN ADVANCE

MassArt Auction artwork available online for pre-sale, hosted by Paddle8.

### SATURDAY, APRIL 25, 2020

**6:30 PM** Doors open,  
Silent Auction begins.

**8:00 PM** Live Auction begins with  
auctioneer Karen Keane,  
MassArt Trustee and CEO, Skinner, Inc.

**10:00 PM** Silent Auction section 1 closes.  
**10:20 PM** Silent Auction section 2 closes.  
**10:40 PM** Silent Auction section 3 closes.

#MassArtAuction  
[MassArtAuction.org](https://MassArtAuction.org)

Saturday, April 25, 2020, 6:30 PM / Design and Media Center

## Event overview.

- \$1,000,000 raised annually for the past 5 years to benefit student scholarships and academic programs at the College.
- 700+ art collectors and patrons in attendance.
- 300+ contemporary artworks available for purchase.

## Partner galleries.

The MassArt Auction is grateful to partner with a number of galleries in Boston and New York City, including:

### BOSTON

Abigail Ogilvy Gallery, Gallery NAGA,  
Krakow Witkin Gallery, among others

### NEW YORK CITY

LeRoy Neiman, Pace Prints, RYAN LEE  
Gallery, among others

## Featured artists.

From emerging to mid-career to established artists, the MassArt Auction exhibits more than 300 artworks every year. The following artists have had their work featured in past MassArt Auctions:

- Emily Eveleth '87
- Takashi Murakami
- Shepard Fairey
- Kara Walker
- William Kentridge
- William Wegman '65
- Fred Liang
- Alex Katz

THE  
**MASSART**  
AUCTION

## **Roles of the MassArt Auction Lead Gallery Partners**

### **Overview**

The MassArt Auction lead gallery partners support the MassArt Auction by submitting artwork on behalf of their artists and/or encouraging their artists to submit to their own. Additionally, these galleries help to promote the Auction event to their clients and artists. This year's event will take place on Saturday, April 25, 2020.

### **Goals of the MassArt Auction**

#### *Financial Goal*

The proceeds of the MassArt Auction support the College's student scholarships and academic programs. The College can ensure that qualified students receive an exceptional education, regardless of their ability to pay, through the funds raised every year at the MassArt Auction.

#### *Qualitative Goals*

To introduce and engage with the next generation of philanthropic leaders of MassArt.

To highlight the excellence of a MassArt education through the inclusion of student, alumni, and faculty artwork in the Auction.

To use this event as an opportunity to educate a captive audience about the importance of offering an affordable MassArt education.

### **Roles of Lead Gallery Partners**

#### **MassArt Auction Lead Gallery Partners are asked to assist MassArt's Institutional Advancement team in the following ways:**

- Have multiple artworks selected through our jury process. These artworks can be submitted by the Gallery directly or through their represented artists.
- Act as an ambassador for the College to promote the MassArt and the College's mission to the local arts community including buyers, artists, and fellow galleries.

### **Benefits of Lead Gallery Partners**

- Invitation to the Opening Reception on Wednesday, April 15, 2020.
- 2 tickets to the MassArt Auction on Saturday, April 25, 2020.
- Gallery listed on invitation, catalog, and website along with courtesy line of accepted artworks.

### **Key Contacts**

Kathy Calnan  
Executive Director of Advancement  
kcalnan@massart.edu 617.879.7012

Cilicia Rios  
Fundraising Events Manager  
crios@massart.edu 617.879.7022

## Consignment Options for the MassArt Auction Lead Gallery Partners

The MassArt Auction is the College's single largest fundraising event benefiting our much needed student scholarships and academic programs. We encourage our artists to consider giving 100% of their proceeds to MassArt so that we can continue to provide an excellent education to our deserving students. For those that wish to receive a percentage of their artwork sale back, we offer the option to receive 50% of the sale proceeds. We appreciate the generosity of 100% donations, but we still want to support the business of our Gallery Partners and honor their relationships with their artists.

### We offer a few different consignment options for our gallery partners:

- ***Paying Artists Directly***  
Gallery Partners forego their commission and have MassArt pay 50% percent back to the artist
- ***Paying Gallery Directly***  
Gallery Partners have MassArt pay 50% percent back to the Gallery. Gallery Partners then decide how they divvy up the commission amount between themselves and the artists.
- ***Setting a Reserve***  
Gallery Partners set reserve amounts for specific pieces and allow the MassArt Auction to keep any additional proceeds made beyond the reserve amount

We are happy to customize any of these options to best meet the needs of our Gallery Partners. We respectfully request that the Gallery Partners preferred consignment arrangement be clearly stated at the time of submission so it can be considered during the jury process.

Please contact Executive Director of Advancement, Kathy Calnan, at [kcalnan@massart.edu](mailto:kcalnan@massart.edu) or 617.879.7012 for any questions about your consignment agreement today.