

# Your art belongs here.



## Event details.

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.

### 2024 MASSART AUCTION

Building upon the success of our return to full-scale in-person Auction festivities last year, we are excited to gather again for this year's 2024 MassArt Auction, which we plan to hold as a hybrid event on Saturday, April 13, 2024.

## Event overview.

- \$1,000,000+ raised annually for the past 9 years to benefit student scholarships and academic programs at the College.
- 700+ art collectors and patrons participating annually
- 300+ contemporary artworks available for purchase
- Close to 1 million views by an international audience on Bidsquare each year
- Commission and consignment payments made to participating artists and galleries make up 25% of event proceeds

*\* Auction dates and details are subject to change*

## Partner galleries.

Over the years, the MassArt Auction has been grateful to partner with a number of galleries in New England, New York City, and beyond, including:

### BOSTON

Abigail Ogilvy Gallery | bk projects | Childs Gallery | Drive-by projects | Gallery Kayafas | Anderson Yezerksy Gallery | Krakow Witkin Gallery | Gallery NAGA | Mobilia Gallery | Soprafina Gallery | Pellas Gallery

### NEW YORK CITY

LeRoy Neiman Center for Print Studies | Miles McEnery Gallery | Pace Prints | Two Palms | VanDeb Editions

### NATIONAL & INTERNATIONAL

Adelson Galleries | Oehme Graphics | Stoney Road Press | Tamarind Institute | Wingate Studio

## 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    | ● Wangechi Mutu      |
| ● Alex Katz         | ● Winfred Rembert    |
| ● Sol Lewitt        | ● William Wegman '65 |
| ● Fred Liang        | ● Kehinde Wiley      |

## MASSART

### MassArt Auction

621 Huntington Ave. Boston, MA 02115  
(617) 879 7014 | [auction@massart.edu](mailto:auction@massart.edu)

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

## Roles of the MassArt Auction Gallery Partners

### Overview

The MassArt Auction Gallery Partners support the MassArt Auction by submitting artwork on behalf of their artists and/or encouraging their artists to submit on their own. Additionally, these galleries help to promote the Auction to their clients and networks. We plan to host this year's Auction on April 13, 2024, as a hybrid event, with live and digital bidding components in partnership with our online Auction platform, Bidsquare.

### Goals of the MassArt Auction

#### Financial Goals

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 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.
- To help expand the market for contemporary art by providing a venue for collectors to experience the thrill of learning about and owning works of contemporary art and encouraging them to engage with the participating artists and the galleries who support their careers.

### Role of Gallery Partners

MassArt Auction 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 MassArt and the College's mission to the local arts community, including buyers, artists, and fellow galleries.

### Benefits of Gallery Partners

- Invitation to the Opening Reception
- 2 tickets to the MassArt Auction on Saturday, April 13, 2024.
- Gallery listed on invitation, catalog, and website along with courtesy line of accepted artworks.

### Key Contacts

Kathy Calnan  
Interim Associate Vice President of Advancement  
kcalnan@massart.edu | 617.879.7012

Cilicia Rios  
Assistant Director of Fundraising Events  
crios@massart.edu | 617.879.7022

## **Consignment Options for the MassArt Auction 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 do 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 the artists they represent.

### **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 selection process.

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