



APPLICATION
FOR PROSPECTIVE
CONSIGNOR

134 East 5th Avenue
Mount Dora, FL 32757
www.artisansonfifth.com
(352) 406-1000

INFORMATION FOR PROSPECTIVE CONSIGNOR

Thank you for your interest in becoming a Consignor at Artisans on fifth, Mount Dora's premier co-op art gallery. We feature art and fine crafts handcrafted by Florida's talented artists.

The success of Artisans on fifth depends on its Associates and Consignors. We are always looking for new, creative artists and the fresh artistic ideas they can bring to Artisans on fifth. Below are some questions that prospective Consignors usually have, and the answers. We hope this will be helpful to you. If you have any additional questions, please contact [Maria Hormaza at mhormazap@gmail.com](mailto:mhormazap@gmail.com) or (407) 453-2565 or [Laura Howell at lhowellphotos@yahoo.com](mailto:lhowellphotos@yahoo.com) or (571) 243-5711. The application process is outlined below.

Questions and Answers:

1. Artisans on fifth is a co-op art gallery. What does that mean?
 - a. This co-op is governed by a Board of Directors which makes the decisions related to the business of the gallery. Associate members have input into the operation of the gallery, and each has an assigned role to play in its operation. Consignors have no input. The idea is to treat the gallery as if it is your own business without having to do all the work. You may refer to the *Bylaws, Governance Policies and Guidelines* on our website at www.artisansonfifth.com.
2. Why would it be beneficial for me as an artist to become a Consignor at Artisans on fifth?
 - a. First – location, location, location! Artisans is in the busy downtown art district of Mount Dora FL. With its many art galleries and studios, Mount Dora is known as the town to visit to purchase art and unique gifts. The city is close to Orlando, Winter Park, Leesburg, Ocala and many other Central Florida cities. In addition, Mount Dora attracts visitors from all over the United States and the world. Mount Dora, FL is "Someplace Special" and has been ranked on two national lists: Smithsonian Magazine's "Top 20 Small Towns to Visit" list, and in the "Top 50 of Best Small Downtowns in America" by bestchoicereviews.org. It's no wonder since Mount Dora boasts 10 major festivals annually.
 - b. It is a beautiful store that offers you the space to offer your artwork for sale without your having to be physically present each day to sell it. Please be aware that sometimes we have a "Wait List" for Consignors who do wall art because we have a limited area available for Consignors.
 - c. Artisans on fifth has been in the same location since 2009, so is well-established in the community.
 - d. Artisans has a well-visited website (www.artisansonfifth.com) as well as a monthly e-newsletter that goes out to hundreds of people. Artisans also is featured on all social media.

- e. You would get exposure and recognition through the following events: Mt. Dora Art Festival, Mount Dora Craft Festival, Bra-Vo charitable event and many other city-sponsored events.
 - f. 10% off purchases at Artisans on fifth when you are an MDCA member (required).
 - g. Networking with many talented artists.
3. What are the criteria that must be met to be juried-in as a Consignor at Artisans on fifth?
- a. Artwork/craft must be handmade by the artist, where “handmade” means: artist-crafted using hands and tools; hand-crafted using creativity; hand-assembled; hand-altered; designer-made; made by a process requiring manual skills; embellished.
 - b. Artwork/craft must be unique, originally conceived by the artist, and the artist’s own design.
 - c. The item must show a high degree of craftsmanship and experience with materials.
 - d. The item must be of high-quality materials and constructed using high-quality handmade techniques.
 - e. The artwork/craft cannot be something simply purchased i.e. buy-sell.
 - f. Images of artwork exclusively by the artist, such as photographs, paintings, or watercolors may be reproduced on any substrate such as: paper, canvas, wood, ceramic, metal, mousepads, magnets. The items must show the artist’s signature.
 - g. Reproductions of original photographs, paintings etc. are allowed. Original artwork must be clearly marked as “Original”. All photographs, acrylics, paintings, watercolors and other wall art must be signed by the artist. Artisans would like to have a mix of original and reproductions of artwork.
 - h. Wall art must be securely wired with no sawtooth hangers. Frames must be undamaged and of good quality.
 - i. Copyrighted material is not allowed such as: Disney characters, team logos or team mascots.
 - j. The artwork/craft must compliment other artwork in the shop.
 - k. The artwork must have a price point that is in-line with other art in the shop and is marketable.
 - l. The artwork must meet our space constraints.
 - m. The artwork must not be similar the artwork of another artist currently at Artisans.
 - n. The artist must be a Florida resident.
 - o. The artist shall submit only his/her own artwork.
 - q. Collaborative artwork shall be considered by the Jury Committee on an individual basis.
 - r. Artists shall contract and participate as sole proprietors and not as a partnership, Limited Liability Company, corporation or other business associate.
 - s. Artwork cannot be for sale at any other retail establishment in downtown Mount Dora Florida.

- t. Artwork will be displayed in space designated by the Board of Directors.
 - u. Artists must be able to keep a supply of artwork at the store at all times.
4. What is the jury process to become a Consignor? When will I know if I've been accepted?
- a. **Email several .jpg images to Maria at mhormazap@gmail.com and Laura Howell at lhowellphotos@yahoo.com. These photos should represent a sample of the artwork you wish to have considered along with the prices you would sell them for. Also bring to Artisans on fifth at least 4 pieces of your artwork with your completed application (attached) and the non-refundable \$50 application fee. If you want your artwork to be approved in several mediums, (i.e. photos printed, cards, mugs, magnets etc.) they must all be presented. Please be sure to list on the application the prices you would be selling these items for, if you are accepted as an Associate.**
 - b. The Associate who is working that day will contact Maria Hormaza, our Jury Chair, to let her know there is artwork to be reviewed by the Jury Committee. Please feel free to email Maria at mhormazap@gmail.com and Laura Howell at lhowellphotos@yahoo.com to let them know you brought in artwork for the Jury Committee.
 - c. The Jury Committee consists of several Associates who each work at Artisans. When they come to work, they will review your artwork and vote on it. This may take two weeks.
 - d. After the votes are in, Maria or Laura will contact you to let you know the results.
 - e. If accepted, you will be given a 6-month contract for Artisans on fifth, an application for MDCA, and all applicable fees must be paid. A copy of the contract, W-9 and other forms plus the ***Bylaws, Governance Policies and Guidelines*** are on the www.artisansonfifth.com website for your information.
5. What is the cost to be a Consignor at Artisans on fifth?
- a. **\$180 non-refundable semi-annual usage fee**, that must be paid semi-annually at the beginning of each 6-month term, i.e. Feb. 1 and Aug. 1. This fee will be pro-rated if you start in another month. Contact the Treasurer, Mike Hertz, at dochertz@rocketmail.com to determine how much your rate will be.
 - b. Consignors shall commit to at least one six-month contract term.
 - c. Artisans will deduct a **45% commission on all sales**. Artists are paid monthly.
 - d. Membership in the Mount Dora Center for the Arts (MDCA) is required. Artist/Individual membership is **\$30/calendar year** or Family Membership \$45/calendar year. This is paid separately from the Artisans on fifth membership. There is a separate application form. As an MDCA member you will receive:
 - 1) advance notice and registration opportunities for classes, seminars, lectures and events
 - 2) discounts on classes, seminars and other programs sponsored by MDCA
 - 3) invitations to all exhibit openings, receptions and other special events held by MDCA
 - 4) **10% off** purchases at Artisans on fifth

6. Do I need to provide my own display items such as jewelry cabinet, shelves, browse boxes?
 - a. Artisans provides: display space, lighting and wall space. All other display items and jewelry boxes are the responsibility of the individual artist.
 - b. Hanging artwork must be hung with a hanger appropriate for the artwork. Framed pictures should have picture hanging wire mounted to the frame. Sawtooth hangers are not permitted.

7. How does Artisans on fifth advertise?
 - a. We advertise in the local papers and magazines by submitting event information.
 - b. We produce an e-newsletter that is distributed through email marketing to hundreds of people to tell them about our artists and Artisans on fifth events.
 - c. We are a member of the Mount Dora Chamber of Commerce and Visit Mount Dora and take part in their PR activities.
 - d. Since we are a non-profit organization, we offer charitable events such as Bra-Vo to raise money for breast cancer treatments.
 - e. We have a website at artisansonfifth.com and we are on all social media.

APPLICATION FOR PROSPECTIVE CONSIGNOR

PLEASE PRINT

Name _____

Street _____

City _____ State _____ Zip _____

Phone _____ Email (REQUIRED) _____

Are you a Florida resident who lives in Florida at least 6 months of the year?

Please provide a brief description of your artwork/techniques:

Do you have your artwork for sale anywhere else in downtown Mt. Dora? Where?

Awards and Recognitions:

What is your website address?

Hold Harmless: I give explicit permission for my artwork to be reviewed by the Jury Committee of Artisans on fifth. I hereby release and hold harmless Artisans on fifth, its officers and associates from any and all manner of actions, damages or claims arising from the loss or damage to the below listed artwork while being held for the Jury Committee's review. I further state that all art submitted is my original creation, that I am the sole legal owner of all rights, title and interest in all artwork, and does not and will not infringe or violate the rights of any other party, including any copyright interests. I agree to indemnify, defend and hold Artisans on fifth harmless from any losses, claims, damages, awards, penalties or injuries incurred, including reasonable attorney's fees, which arise from any claim by any third party of an alleged infringement of copyright or any other property right arising out of the display of my artwork. Artwork will remain with Artisans on fifth through the Jury process, and if I am accepted for membership, until I leave Artisans on fifth membership.

List artwork descriptions and price for physical items left for review by the Jury Committee:

Item Description – Medium	Retail Price*

*Be sure to add 45% commission paid to Artisans on fifth.

Applicant's Signature _____ Date _____

\$50 Application Paid to _____ **Date** _____

PLEASE SUBMIT THE LAST 2 PAGES WITH YOUR ARTWORK. KEEP A COPY FOR YOUR RECORDS.

(For Jury Committee Use)

Final Decision

Approved Not Approved Jury Chair Signature _____

Restrictions:

Applicant Informed on _____ Artwork Returned on _____