



1314 Mulberry Avenue

Muscatine, IA 52761

563-263-8282

Heartfelt & Handmade Pop-Up Shop

Dear Artist / Crafter,

Artists and crafters are helping to raise funds for Friends of the Muscatine Art Center, a non-profit organization supporting educational programs at the Muscatine Art Center, while also selling their work. Last year, the Friends organization introduced a holiday pop-up art shop to compliment the annual "Heartfelt & Handmade" Ornament Competition. We are seeking artists and crafters to consign their items while the shop is open from November 15th through January 5th.

Two rooms in the historic Musser-McColm house at the Muscatine Art Center will house the shop which will be open during the Muscatine Art Center's regular hours: Tuesday through Friday from 10 a.m. to 5 p.m., Thursday nights until 7 p.m., and Saturday and Sunday from 1 to 5 p.m. Admission is free of charge with the exception of the opening event on November 15th. Artists/crafters who participate in the pop-up shop will receive two complimentary tickets for the opening which will feature musical entertainment, refreshments, and the special exhibition, "Jacob Riis: How the Other Half Lives."

Sales through the pop-up shop will be handled by Friends and the Muscatine Art Center. Commission on sales is 25% percent, and artwork should be priced accordingly. During the second week of January, artists will be provided with an accounting of items and a check in the amount of 75% of sales. Unsold items will be picked by the artist unless other arrangements have been made. Likewise, the artist will be responsible for delivering items to the Muscatine Art Center unless otherwise arranged. (Pick up and return of items can be arranged for Muscatine, Iowa City, and the Quad Cities.)

All objects must be received by the Muscatine Art Center no later than 5 p.m. on November 7th. Unframed 2-dimensional works should be packaged individually. Smaller 2-dimensional items may be placed in binders or other protective containers. Please call Melanie Alexander at 563-263-8282 or email malexander@muscatineiowa.gov for more details.

To help us plan, please submit the form below by October 1st. Thanks for your consideration!

Sincerely,

Melanie Alexander
Director, Muscatine Art Center

Name/Business _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

I plan to provide _____ (# of items) on or before November 7th. Average value of items: \$ _____

Describe the items below (size, material, framed/unframed, etc.):