

McGuffey Art Center

APPLICATION

Mission

The McGuffey Arts Association is a community of artists dedicated to practicing their arts and to passing on the creative spirit.

Purpose & Organization

McGuffey Art Center is an artist association supporting the artistic growth of emerging and professional artists in both visual and performing arts. McGuffey is equally dedicated to providing opportunities for the community to participate in these creative processes through access to open studios, exhibitions and performances, classes, tours and outreach projects. As an artist's cooperative venue, McGuffey relies on individuals willing to contribute their time and energy for the success of this community arts center.

The Center is open to the public six days a week with no admission charge. The public is invited to walk into open studios to view artist's work space and their art. McGuffey is a creative arts center that strives to provide arts education opportunities to the community by offering a large array of classes and workshops for children, teens and adults in visual and performing art. On the first Friday of each month, the community is also invited to attend the opening of new exhibitions. The openings are 5:30-7:30, which coincides with the city-wide First Fridays.

McGuffey Art Center was established in 1975. The City of Charlottesville and the McGuffey Arts Association shared the renovation of the former McGuffey School, which was built in 1916. School rooms were transformed into light and airy studios. The building contains three galleries, offering the largest display space in Charlottesville. The gallery space is accented by a gift shop which carries a variety of members' art throughout the year. The Association is comprised of renting members who have a studio located in McGuffey and associate members who do not rent studio space. All members may exhibit in the galleries and in the gift shop and have access to the classroom facilities. The McGuffey Arts Association is a non-stock taxable corporation. The City of Charlottesville owns the building, leasing it to the Association. Rent payments to the city cover the cost of the exterior building and grounds maintenance; the Association is responsible for interior maintenance and furnishings. In 2009, The McGuffey Art Center was registered as a historic building. A copy of the handbook for McGuffey members, including the bylaws of the Association, is available for browsing at the front desk.

Presentation of the Work

We welcome your application. Decisions are based upon originality, content, technical mastery and presentation of your artwork as well as the application materials. The entire renting membership forms the jury. A unified body of work should meet the following criteria:

Originality: The work is inventive on many levels, reflecting the artist's personal vision and creativity.

Content: The work is compelling, thought-provoking, evocative and committed to an artistic direction.

Technical Mastery: Mastery of formal elements and deft handling of materials is evident and judged to be relevant to the artist's intent.

Presentation: The work is to be submitted as it would be exhibited in a gallery.

If you are applying as a dancer, actor, or performance artist, you will need to contact our office, (434-295-7973), by June 6th to schedule your audition for Wednesday, June 10th. The audition is conducted and juried by our resident dancers/actors, the renting membership, and executive council. Applicants who are video or installation artists and those using alternative media should provide adequate documentation of the work and any equipment necessary for its assessment. If you have any questions please call the office at any time.

Membership Categories- Renting and Associate Membership

Renting memberships are offered to artists who require studio space. Accepted renting artists are placed on a waiting list until appropriate space is available. Associate membership may be requested for the interim. McGuffey relies on renting members to conduct daily business, consequently renting members are required to:

- Serve on a committee
- Demonstrate his or her medium to visitors on scheduled tours twice a year.
- Keep their studio open a minimum of 17 ½ hours per week during public hours. Please do not consider renting membership unless you can meet or exceed this requirement.
- Participate once yearly in a community outreach activity.
- Pay a non-refundable entrance fee of \$75 and a security deposit of one month's rent.

- Agrees that all income from sales of work, tuition for classes, and ticket sales at performances go through the office (unless you have your own business license), that 4% of income is retained by the Center on credit card sales and a 2% processing fee is withheld on all transactions not covered by a commission.
- Understand the conditions under which multiples may be produced.
- May request single or group artist shows in the Center and have work displayed in the gift shop.
- Agrees that 10% of all sales in the McGuffey exhibit spaces and gallery gift shop be retained by the Center as commission.
- Has access to the Starnes classroom for teaching.
- Has voting rights at the association meeting the third Wednesday of every month.
- Is required to vote in the jury process for new members three times per year.

Associate memberships are offered to artists who do not require studio space but wish to participate in McGuffey exhibits. Associate member guidelines:

- Exhibit in any McGuffey group shows. There are usually three McGuffey group shows a year: July Summer Group Show; December Holiday Group Show; January New Members Show for members accepted during the previous twelve months.
- May request solo show and participate in group exhibits. May exhibit and sell artwork in the gift shop. Agrees that 20% of all associate sales be retained by MAC as commission and a 4% transaction fee be withheld on all credit card sales. Performing artists agree that 20% commission is withheld on ticket sales.
- May attend exhibit openings, association meetings, and participate in the jury process. (Associates do not have a vote at the Association meetings.)
- Have access to the Starnes classroom for teaching.
- Associate members are at the top of the waiting list for subletting studios.
- Each associate member pays an initial entrance fee of \$75.00; thereafter an annual fee of \$75.00 payable in July. If the membership fee is delinquent and the membership lapses, the artist must re-apply and get juried in to renew member status.
- Either party, associate member or council, can terminate this membership at any time for any reason.

Dance/Performance Associate Members agree to pay the annual associate member fee. They understand and agree to the following stipulations:

- The use of a performance space is contingent upon availability and consent of the renting members of the space.
- They agree to pay \$10/hour for rehearsal time.
- They agree that 10% of class fees collected will be paid to the resident member who will in turn pay McGuffey 5%.
- Members will make sure the office has either the organization nonprofit letter or a private business license to collect class fees directly.
- Member(s) portion of the fee will go into a studio fund to be distributed as room members deem appropriate.
- They are encouraged to advertise in the class fliers and on the website subject to the regular class fee advertisement scale.
- They agree to a flat fee of \$100/night to the renting members of the studio to cover use of equipment for a performance in that space.

Applications for membership are considered in January, June, and September.

June 2015 drop-off dates:

Saturday, June 6th, from 10 to 5 and Sunday, June 7th, from 1 to 4.

Pick-up Dates:

Thursday, June 18th, through Saturday, June 20th, from 10 to 5 and Sunday, June 21st, from 1 to 4.

Applicants are notified of the results by letter within two weeks of the final pick-up date. Please do not call, as the results will not be available. Unaccepted applicants may request a compilation of juror's comments to receive feedback on their application. McGuffey Art Center is an association of over 140 artists working in a wide range of media. The membership evolves with each jurying, providing new energy, ideas and perspectives. However, acceptance sometimes requires more than one application. We are acutely aware of the disappointment that can result from rejection by the jury process and know that there will always be criticism of this difficult procedure. Please be assured that we take this responsibility to you very seriously. We wish you the best and look forward to seeing your work!

Application Check List:

1. Artwork: 4-6 selections of original work independent of teacher's supervision. ***Work older than three years will not be considered.*** Optional digital images or photographs, labeled with title, medium, size, and date completed, may be included, however, they cannot take the place of actual work. Be clear telling us in which medium you wish to be juried, (e.g. sculpture, painting, photography, etc.). If hand delivering work, please check in with the front desk regarding set-up.
2. Artist Statement: Discuss how the work manifests the intent and ideas. (*One page or less.*)
3. Resume'
4. Application Fee: \$50.00 must accompany application for work to be juried.
5. Completed Application Form
6. Waiver of Responsibility

Application

(Please type or print legibly.)

Name: _____ DATE: _____

Address: _____

Telephone: _____ Email: _____

TYPE OF MEMBERSHIP: _____ RENTING _____ ASSOCIATE

Discipline: _____

If you are applying for an associate membership, would you like your name to be added to a wait list for a possible studio sublease if you are accepted? _____ YES _____ NO

Rental Applicants Only

Space Requirements (*Most studios measure 25' x 32'*): _____ 1/2 Studio _____ 1/3 Studio

Electricity & Water Requirements:

(*Each room has access to cold water.*)

Air Conditioning: _____ YES _____ NO

Any special equipment, power tool, or particular needs required by your medium/art?

Do you plan to teach? _____ YES _____ NO

Do you have a full time job? _____ YES _____ NO

ARE YOU ABLE TO SPEND 17 ½ HOURS (TUES-SAT, 10 a.m. TO 6 p.m., SUN 1 TO 5 p.m.)
PER WEEK AT MCGUFFEY ART CENTER? _____ YES _____ NO

Please Attach:

ARTIST STATEMENT & APPLICATION FEE: \$50.00

McGuffey Art Center

Waiver of Responsibility

The undersigned acknowledges that the below listed works of art are being held at McGuffey Art Center in Charlottesville, Virginia and that this Center is not responsible for damage or loss that may occur to the art pieces during the application process:

Title	Medium	Size	Date Completed
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____

The undersigned affirms that she/he has read and understands the conditions and obligations of membership.

Signature of Applicant

Date