



ReClaim Madison Upcycle Art Auction Prospectus

Auction: April 18th - 27th, 2024

Hosted by:

Madison County Arts Council

90 S. Main St

Marshall, NC

OVERVIEW: In its 4th year, the 2024 ReClaim Madison Upcycle Auction is receiving some upgrades to improve and expand this event's community and financial impact! The event will continue to be a community-driven fundraiser directly benefiting the programs of Community Housing Coalition of Madison County (CHC), working to keep our neighbors safe and healthy in their homes. The vision of this event embodies ReClaim's mission of bringing the people of Madison County, and beyond, together at the intersection of reuse, creativity and heart; to stimulate the way people think about and make art, and how reuse is such a paramount strategy for long term environmental impact.

This year we are making many exciting shifts in response to feedback solicited in 2023 from staff, board members, and auction participants, including:

- The auction being hosted outside of the store in a prominent arts-based location
- Switching auction platforms from Facebook Groups to a dedicated Auction app
- A smaller, intentionally curated exhibit of 35 professional artists/makers for the auction
- A collection of community contributed upcycled pieces from all skill levels, to sell at set prices at the entrance of the exhibit

For over 20 years, CHC has served over 150 neighbors annually with needs assessments, accessibility improvements, roofs, flooring, electrical, heating, well/septic systems, and other major repairs that impact their health and safety.

CHC operates ReClaim Madison Salvage & Thrift, a social enterprise offering used furniture and appliances and salvage building materials. By keeping dollars local, providing affordable building materials, and opportunities for community engagement through volunteer opportunities and community events, such as the annual Upcycle Art Auction, ReClaim Madison is a valued community resource.

Learn more at chcmadisoncountync.org. Community Housing Coalition of Madison County is a 510(c)(3) non-profit organization. EIN #11-3660564

PARTICIPATION: To bring a sense of cohesiveness to the exhibit, artists/makers are prompted to create an original artwork based on the theme “**Outside the Box.**” This could be a literal translation

of boxes, 2D or 3D, visual, or conceptual in using old materials in new ways, for example. We invite artists/makers to contemplate what this statement means to them in relation to upcycled/recycled materials and be inspired in their own interpretation.

This year there are two different ways to creatively get involved!

1. **Submit an application to be in the auction:** We are seeking 35 local artists/makers, decided by our creative selection committee to donate an original artwork to be auctioned.
2. **Register to submit a piece to be sold at a set price:** Because we love the way this event has inspired so many community members at all skill levels, we invite anyone who would like to create an upcycled artwork piece, to still do so. These pieces will be sold at pre-set prices in the entrance to the Curated Auction Exhibit.

APPLICATION TIMELINE:

FRIDAY, 2/23 by 5 pm - Application deadline to be considered for the curated auction

FRIDAY, 4/5 by 5pm - Registration deadline if you plan to create a piece to be sold at a set price in the entrance to the exhibit (not for the auction).

FRIDAY, 3/1 - Notification to Auction Artist/Maker applicants of selection or non-selection

PROCEEDS: All original artworks will be donated to ReClaim Madison for the fundraiser. 100% of proceeds directly benefit the urgent home repair programs of CHC, working to keep our neighbors safe and healthy in their homes.

ACCEPTABLE MEDIA: Artworks can be made out of any materials and creativity is encouraged! While it is not required for selected artists/makers to have incorporated upcycled, salvaged, or recycled materials in their art/wares prior to the auction, the Upcycle Art Auction aims to highlight to the community how reuse of materials can be used in so many different and creative ways.

In the past, artists/makers have submitted a variety of forms including:

- Upcycled furniture (reupholstered, reconfigured, repurposed, reclaimed wood designs, etc.)
- 2D Wall mounted art (using repurposed materials as the canvas, i.e. windows, mirrors, previous artworks, etc.)
- Found object sculpture
- Recycled Textile use
- Repurposed items as jewelry

This is only a snapshot of the myriad of possibilities. To view past examples and get some inspiration, feel free to visit our Pinterest page: www.pinterest.com/reclaimmadison/.

*Note: As our gallery of finished works is open to the public we will not accept pieces that include imagery/symbols/wording that we qualify as vulgar, hateful, racist, or by some other means damaging or offensive to any group of people. We reserve the right to decline submissions for these reasons or any other reasons we deem appropriate.

SIZE REQUIREMENTS: Please keep pieces smaller than 5' x 5' regardless of whether your piece will be supported by the floor, a table, or mounted on the wall (outside dimensions, horizontal and

vertical, including frame). As this is a curated gallery exhibit, we will have all necessary infrastructure to display your piece in an aesthetically pleasing and professional manner.

PRESENTATION: All work must be ready to display or hang upon receipt. If your piece will be wall mounted, please be sure safe and sturdy mounting hardware has already been installed on your piece.

ADVERTISING/PROMOTION: The Fund Development & Communications staff is working with advertising and promotions this year to help the event reach a wider audience. If you have ideas for promotion beyond what is listed below we welcome your feedback and networking connections! We will be promoting the event in the following ways:

- Advertisement in Asheville Made magazine
- Press Release with the News Record & Sentinel (many pieces get syndicated to the Asheville Citizen Times), and regionally via the online distribution service PR Web
- Entries in all the free local Asheville online/paper event calendars
- 11" x 17" posters flyered in Madison and Buncombe county at prominent arts related venues
- Cross promoted through all MCAC channels, including 95.5 wART event listings, newsletter and social media posts
- Madison County Chamber of Commerce Social Media post
- 5" x 7" Postcards distributed in Madison/Buncombe counties
- Frequent social media posts on Facebook/Instagram promoting artists involved as well as showcasing pieces once they are received
- CHC/ReClaim Newsletters
- Facebook event and boost
- Cross promotion with participating established artist/maker networks, newsletters, social media, etc.
- Cross promotion through local business sponsorships for the event

TENTATIVE SCHEDULE OF EVENTS:

- **SATURDAY, 4/6: Community Workshop** - Creative Reuse themed (TBD)
- **SATURDAY, 4/13: 1st ReClaim Madison Community Yard Sale** of the year
- **MONDAY, 4/15: Submission of Auction artworks** by selected artists/makers due and need to be dropped off at the Madison County Arts Council between 10am - 3pm.
*Please plan accordingly to have your finished project submitted **on time by April 15th at 3pm**. It's important to the success of our auction that our photographer, staff and volunteers have ample time to prepare for the auction launch.
- **TUESDAY, 4/16: Community Upcycled artworks due.** Any community member who has signed up to donate a piece that will be sold with a set price (not by auction), must drop it off at the Madison County Arts Council between 10am - 3pm this day.
- **THURSDAY, 4/18: Auction Kickoff (Main Event)** - We will hold an opening reception for the artists/makers from 5-8pm with the big reveal of all 35 pieces to the public. We will be offering light hors d'oeuvres, music, a live upcycled art creation, and the Arts Council will be selling wine. In person silent auction bidding will open up this day.
- **MONDAY, 4/22: (Earth day) Potential 2nd Creative Reuse Workshop** to be held at the venue

- **WEDNESDAY, 4/24: Online auction begins** on Givebutter.com and will run concurrently with the continued in person bidding option at the venue. Volunteers will run shifts at the Arts Council to help facilitate bids, sales and any questions.
- **SATURDAY, 4/27: All bidding for the auction ends**, with winners announced by 3pm on Social Media and through calling

LIABILITY: ReClaim Madison will not assume any liability for loss or damage to works of art in this exhibition. Although utmost care will be taken to prevent damage, theft, or loss, there can be no guarantee as the exhibition will be in a venue open to the public. Entry in the show constitutes agreement with all conditions in this prospectus. Participating in the exhibit includes permission to auction the art entry and make digital images of exhibited artwork for social media and print promotion and ReClaim Madison archives.

We can't wait to showcase local creativity to help raise funds for CHC to keep our community safe in their homes! If you have any questions or concerns, please email Laura at laura@chcmadisoncountync.org.

