



37th Annual Clothesline Art Sale: Clothesline Online June 1-30, 2024 Guidelines and Procedures

Welcome to Leighton Art Centre's *Clothesline Online*, part of our *37th Annual Clothesline Art Sale*! Please read ALL information carefully; this document contains important details for participating artists.

As Leighton Art Centre's signature fundraising event, *Clothesline* attracts hundreds of art collectors who are eager to buy great work by Alberta artists. We're excited to invite you to the online sale! Now in its 37th year, *Clothesline* is a valuable opportunity for you to earn income from your work, build your collector base, and support your community. Artist consignment is 60% and the remaining proceeds support LAC's school programs, youth initiatives, and environmental stewardship opportunities.

As a not-for-profit organization, Leighton Art Centre relies on important fundraisers like the *Clothesline Art Sale*. The sale of your artwork supports our mission, vision, and community. Artist's consignment is 60% and the remaining proceeds support school programs, art initiatives, and environmental stewardship.

Important Dates

- March 18: last day to submit application form
- April 2: all artists notified of the status of their submission.
Online sale artists can begin delivering accepted works to LAC on April 6.
- May 19: deadline to deliver pieces to Leighton Art Centre (see packaging guidelines below)
- June 1-30: sale is on at shop.leightoncentre.org!
- June 8 & 9: in-person Art Market takes place at Leighton Art Centre!

Event Overview

- The Online Art Sale will take place June 1-30 at shop.leightoncentre.org. Pieces may also be displayed within the gallery, museum or shop at Leighton Art Centre, as space allows and at the discretion of our Gallery Shop Manager.
- Leighton Art Centre (LAC) is not charging an artist fee for this sale. Artist consignment is 60% and all remaining proceeds support LAC's mission and vision.
- You must maintain your LAC membership through June 2024 to participate in this sale.
- Each invited online sale artist may submit **up to 5 framed or unframed pieces for consideration**. Maximum size per piece is 20 x 24 inches, including the frame (if framed).
- When entering artwork information on the application form, please enter your information carefully and **ensure your filenames contain both your last name and piece title**.

Packaging Your Pieces for the Sale






- Please deliver each accepted piece with a completed copy of our pricing label. Print the price labels on the next page, handwrite the artwork information, cut out the tag and tape it, with removeable clear tape, to the front bottom corner on the outside of the bag (if using one) or the back of the piece/frame. Artworks should always have artist name and artwork title written directly on the back for easy identification. **See next page for more details on tags.**
- This year we are allowing artists to submit framed pieces for the online sale. For the safety of your artworks, we prefer unframed pieces be delivered in cellophane bags, with cello packaging optional for framed pieces. Bags are available at Crystal Clear Bags Canada by calling toll free: 1(888) 436-6197 or website: www.clearbags.ca, or from Kensington Art Supplies in Calgary, or WR Display & Packaging.
- Optional: insert your personalized artist biography and/or CV into the bag or attach to the back of each piece of art (customers love having information about the artist and the art they are purchasing).
- When you deliver your artwork to Leighton Art Centre, your price tag info will be checked against the info and pricing you submitted online. No price or title changes will be accepted after your online form is submitted.

If you have any questions, please reach out to Joanne Smith: gallery@leightoncentre.org or 403-931-3633.

GALLERY TAGS
(print 2 copies if you have 4+ pieces to label)

IMPORTANT INFORMATION ABOUT TAGS & PACKAGING:

- Each accepted online sale piece requires TWO tags.
- If the artwork is in a cellophane bag, tape one to the front with REMOVABLE CLEAR tape (no packing or masking tape) and one on the back, inside the bag).
- If the artwork is not in a cello bag, attach both tags to the back.
- Artworks should always have artist name and artwork title written directly on the back for easy identification.
- Bags: use clear cello/poly bags only please. No ziploc bags or other types of plastic wrapping.
- Framed pieces can have a flexible plastic wrapping around the frame; cardboard corners are good for protecting frame corners (*not* recommended on unframed canvas).

Artist: _____ Title: _____ Medium: _____ Price: _____ 	Artist: _____ Title: _____ Medium: _____ Price: _____ 
Artist: _____ Title: _____ Medium: _____ Price: _____ 	Artist: _____ Title: _____ Medium: _____ Price: _____ 
Artist: _____ Title: _____ Medium: _____ Price: _____ 	Artist: _____ Title: _____ Medium: _____ Price: _____ 