Call For Artists:
19th Annual Sierra College Holiday Show and Sale

This is the largest fundraiser for the Ridley Gallery, we need your work!

Ridley Gallery invites artists in all areas to participate in our Holiday Show and Sale. This is open to students, faculty, and the community! We are accepting fiber art, jewelry, metal art, photos, paintings, sculpture, prints, woodworking, drawings, and more!

Drop off: November 20/21, in the Ridley Gallery from 11-6:00
Please note this drop off is earlier than in the past allowing for a longer sale, if this presents a hardship please email for an appointment for a drop off at a later date

Artists will be provided inventory sheets and labels. Each artist will be assigned a number, and each work must be numbered and logged on the inventory sheet. You may email lmarasso@sierracollege.edu for inventory sheets if you would like to start the process early, though it is not necessary.

Artists will need to fill out Vendor forms and substitute W-99, payment is issued through the Sierra College Foundation following the sale.

Pick up of any unsold work: December 8/9, 11-3:00. Any unclaimed work will become property of the Ridley Gallery.

Commission: Ridley Gallery will retain 40% of sales. These proceeds help to keep the gallery running, pays for the part-time director, provide funding for the juror for the student show, the Ridley Award, and the Student Purchase Award, as well as other operational expenses for the gallery.

Ridley Gallery does all labor and installation of work, handles all sales and accounting, covers credit card fees, and provides widespread promotion.

Pricing: We will not be accepting items priced higher than $300. All artists will price their own work, taking into account the 40% commission retained by the gallery. Items in the $10-$75 dollar range tend to sell best, but we have on occasion sold higher price point work. Consider what you would be willing to pay for the item, the primary goal of this event is sales.

This has historically been a very well attended sale, and you have the chance to share your work with many campus and community members. The sale allows students an opportunity to show and sell their work in a gallery setting along with faculty and regional artists in a non-juried setting!

Questions? Contact Lisa Marasso at lmarasso@sierracollege.edu, or 916-660-7242

Come shop the sale November 27 – December 7!