

NAC OVERVIEW

Hello! My name is Sophie Parr and I own and operate Northern Arts Collective in Ellison Bay, Wisconsin, located at the top of the Door County peninsula. The NAC is an art shop and workshop space that houses everything from original works of art to prints, supplies, books and other artisan products. It's a space dedicated to feeling and being creative!

The Vision:

The vision for the Northern Arts Collective is a space where art is accessible and un intimidating. An opportunity for new artists to get noticed and established artists to grow in the popular Door County market. A place where anyone can walk in and find art they connect with!

The Space:

The Collective is located at 12044 WI-42, Ellison Bay, WI - within walking distance of all Ellison Bay has to offer. The space is shown in the following pictures:



Door County is a year-round top tourist destination for people all over the country and especially during the summer and fall months. The Collective is open Friday through Monday (11:00 am – 4:00 pm) from May through January. The Collective will remain open during the off season for programmed events, planned gallery nights and holiday weekends.

The majority of the space at the Collective is for exhibiting artwork. In one part of the space there is a traditional gallery with original works. Down a small ramp is the "Print Shop" which houses prints/reproductions, supplies and



more! The "Print Shop" and side office (not shown in pictures) are available for members to host workshops and classes. (see below about membership).

The Structure:

As a growing artist myself I understand the challenge of not only finding a way to get your artwork out there but also finding a good fit for your artwork in a place where it will reach a wide variety of people. The Door County market is rich with opportunity for artists and I look forward to being able to provide a space for them.

The Collective has two options for artists in regard to adding their work to the Collective.

- 1) **Consignment:** 60% to Artist / 40% to Collective
- 2) **Membership:** \$85/month + 15% commission to Collective (monthly payments due during months Collective is open to the public).

I am committed to helping artists grow and sell their work. Artists may want to start on Consignment as a low-risk way to get their work into the Door County market or if they are interested in displaying only a couple of pieces. Others may be interested in the Membership structure where they will gain a higher percentage of their sales and have access to the Workshop. *Membership will be most beneficial for artists with over \$1,000 in sales a month or those who are interested in using the Collective's space for programming.*

If artists are located in Door County or are accessible to Door County and would like to volunteer at the Collective we can negotiate commission percentage.

What you can expect from the Collective:

- Enthusiasm for exhibiting your work!
- Monthly gallery nights
- Consistent communication
- Local marketing and promotion
- Artist's story highlighted at entrance
- Artist event opportunities
- Reservable workshop space for members

About Sophie:

I have been living and working in Door County on and off for the last seven years and relocated here full time in 2020 (by way of Chicago => Duluth => Madison, I'm a true Midwesterner!). Over time I have developed a great network of people throughout the county and my network only continues to grow! I am a pen and ink artist and create hand drawn maps. I have sought my own opportunities to get my work out to the public and am excited about the opportunity to offer that to other artists!

How to submit your work:

To be considered for the Collective please visit www.NorthernArtsCollective.com