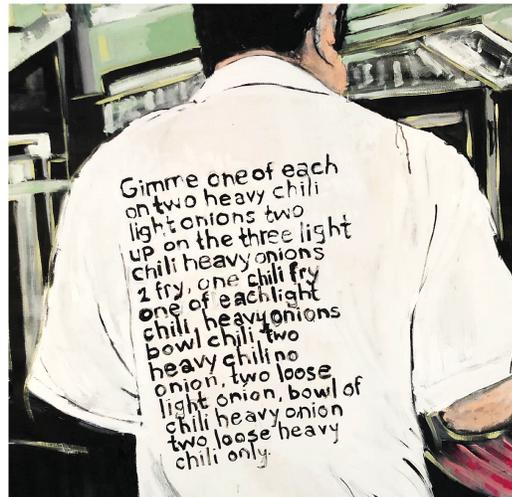




Museum of  
Contemporary Art  
Detroit

# Emergency Rapid Response Fundraiser

SUPPORT ARTISTS + THE ARTS!



## MOCAD EMERGENCY RAPID RESPONSE FUNDRAISER FOR ARTISTS AND CREATIVES

Dear MOCAD supporters,

As the global coronavirus pandemic worsens and robs income from local artists with little recourse, the Museum of Contemporary Art Detroit is partnering with the City Office of Arts, Culture and Entrepreneurship to help local artists sell their work.

The online initiative, called the Rapid Response Fundraiser for Artists and Creatives, is designed to support artists, creatives, and the institution itself, while all face financial hardships after canceled gigs, shows, exhibits and appearances. It also will help the museum, which like others across the city has had to shut its doors.

“In addition to health concerns, this is a challenging moment for many in our community as we deal with canceled income and revenue streams during uncertain times,” said MOCAD Executive Director Elysia Borowy-Reeder. “MOCAD has always been anchored by a rich spirit of community and mutual generosity, and we believe that continuing communication and exchange are crucial for all of us.”

Local artists interested in selling their work on the MOCAD website, should send an email and a single sample of their work to MOCAD Membership Manager Wayne Northcross at [wnorthcross@mocadetroit.org](mailto:wnorthcross@mocadetroit.org) or the ACE Office at [detroitartsandculture@gmail.com](mailto:detroitartsandculture@gmail.com). Chosen artists may sell a single piece of art on the site. If a piece sells, the museum will split the proceeds 50/50 with the artist. Buyers are responsible for arranging shipping.

“We find that most artworks priced from \$1,000 to \$5,000 sell quickly,” Northcross said. “This unique time in history is proving the need for interdependent resource-sharing. Although we are not a commercial gallery, we maintain our mission in supporting the creative ecosystem and to make artwork as accessible as possible to the public, including collectors and art-buyers.

Rochelle Riley, the city’s Director of Arts and Culture, lauded MOCAD for thinking of local artists who are struggling because of canceled events, gigs and appearances.

“Many artists are independent contractors, solo workers – musicians, muralists, dancers, poets, and others – who live 1099 to 1099,” she said, citing tax forms for freelancers. “I spoke with one artist who lost \$30,000 in income in a single day because of cancellations. She’s worried about how she’ll make it through the summer.”

The art fundraiser begins today (Friday, March 27). All work will be featured at [mocadetroit.org](http://mocadetroit.org). To view all of the artworks available for sale, [CLICK HERE](#).

Interested artists need to fully fill out MOCAD’s [Agreement](#). Additional information can be found below.

### Frequently Asked Questions

#### **1. How should I price my art?**

Artists should price works commensurate with going market rate for their works. Newer or younger artists might not be sure how to price their work. A rough cost calculation might be something like: # of hours worked x hourly wage x cost of materials + 20%

#### **2. Will MOCAD harbor any responsibility for the transaction?**

MOCAD agrees to facilitate the sale and pay the artist and provide recipient/collector information in a timely manner. MOCAD does not take responsibility for lost or damaged art but will request that artists handle shipping paid for by the buyer.

#### **3. How many pieces should I submit?**

Each artist may submit only one piece per artist. A dyptich or set of works should be submitted as a single work, and priced as such.

#### **4. How long do I have to ship the works out to the buyer?**

Artists will coordinate shipping directly with the buyer after purchase.

### **CONTACTS**

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Rochelle Riley, Director of Arts and Culture  
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**Join MOCAD today!** It is the best way to experience MOCAD.

Join at [mocadetroit.org/membership/](http://mocadetroit.org/membership/)

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**MOCAD is where adventurous minds encounter the best in contemporary visual, literary, music, and performing arts. A responsive center for diverse audiences, MOCAD presents art that contextualizes, interprets, educates and expands culture, pushing us to the edges of contemporary experience. The best way to experience MOCAD is by becoming a member. Stay connected, show your support, and get special access to the latest in contemporary art, music, and culture. Not yet a MOCAD member? [Join or renew today.](#)**

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### **MOCAD Support**

MOCAD operations are supported by the Fred A. and Barbara M. Erb Family Foundation, the Ford Foundation, the Hudson-Webber Foundation, the Marjorie and Maxwell Jospey Foundation, The Kresge Foundation, the Richard and Jane Manoogian Foundation, Masco Corporation, the Michigan Council for Arts and Cultural Affairs, the National Endowment for the Arts, the Quicken Loans Community Fund, and the J. Christopher and Anne Reyes Foundation.

The A. Alfred Taubman Foundation and the Reyes Family Foundation supports the Julia Reyes Taubman Challenge Grant, a matching campaign for the Future Fund.

MOCAD capital support for the Future Fund is provided by the Mandell and Madeleine Berman Foundation, the Edward C. and Linda Dresner Levy Foundation, the Fred A. and Barbara M. Erb Family Foundation, the John S. and James L. Knight Foundation, the Richard and Jane Manoogian Foundation, and the Ralph C. Wilson Jr. Legacy Funds at the Community Foundation for Southeast Michigan. Individual supporters include Ralph + Karen Basile, Frank Gallipoli, Robert P. Holley + Martha J. Spear, Connie Jacob, Marsha + Jeffrey Miro, Keith + Sonia Pomeroy, Cate Strumbos + Dozer, and Shelley + Joel Tauber.

The John S. and James L. Knight Foundation supports MOCAD in experimenting with technology and new media to engage regional and international audiences both inside and outside the museum's walls. Supported programs include *Daily Rush*, an online exhibition program for experimental media and moving image; *Radix: Experience in the Age of Digital Everywhere*, MOCAD's long-term new media and technology initiative; and a series of future-focused, technology-based enhancements to the MOCAD campus.

MOCAD's Curator of New Media + Technology is supported by the John S. and James L. Knight Foundation.

Support for the Susanne Feld Hilberry Senior Curator is provided by the Susanne Feld Hilberry Endowment for the Arts and the Ford Foundation.

The Ford Curatorial Fellows at MOCAD are supported by the Ford Foundation.

MOCAD's 2016-2021 Strategic Planning Initiative is funded in part by a generous grant from The Kresge Foundation.

Martin Creed's façade project, *Work No. 790*:

MOCAD's connectivity initiative is supported by the Ralph C. Wilson Jr. Legacy Funds at the Community Foundation for Southeast Michigan.

MOCAD exhibitions and public programs are supported by the A. Alfred Taubman Foundation.

Mike Kelley's *Mobile Homestead* is commissioned by Artangel in association with MOCAD, LUMA Foundation, and Mike Kelley Foundation for the Arts, with the generous support of the Artangel International Circle. Support for Mike Kelley's *Mobile Homestead* is provided by the Mike Kelley Foundation for the Arts.

MOCAD youth programs are supported by the Applebaum Family Compass Fund, Avalon International Breads, the Mandell and Madeleine Berman Foundation, the Edith S. Briskin/Shirley K. Schlafer Foundation, the Vera and Joseph Dresner Foundation, Harmony Garden, Heart of Neiman Marcus, the MGM Resorts Foundation, and the Michigan Council for Arts and Cultural Affairs.

The ESB/SKS Junior Docents and other educational programs are supported by the Edith S. Briskin/Shirley K. Schlafer Foundation.

The A. Alfred Taubman Foundation is the presenting sponsor for *Robolights Detroit*. Additional support is provided by Robert S. Taubman, The Eisner Foundation, and Dale C. Rosenbloom.

The New Red Order: *Crimes Against Reality* is generously supported by the John S. and James L. Knight Foundation.

Support for Peter Williams' *Black Universe* is provided by Modern Ancient Brown and Luis De Jesus Los Angeles.

Lead funding for Conrad Egyir: *Terra Nullius* is generously provided by The Kettering Family Foundation, with additional support provided by the Jessica Silverman Gallery.

MOCAD would like to thank our Leadership Circle (Linda Dresner and Ed Levy, Roz and Scott Jacobson, Sonia and Keith Pomeroy, Jane and Ed Schulak, Sandy Seligman, and Robert Taubman) for making these programs possible: Mike Kelley's *Mobile Homestead*, Lectures, Poetry, Performance Art, Exhibitions, Film, DEPE Space, Music, Family Day, Public Programming, Education, Literature, and Museum Operations.

*EVERYTHING IS GOING TO BE ALRIGHT*  
(2007), is sponsored by generous support from  
the A. Alfred Taubman Foundation, Gavin  
Brown's Enterprise, Spectrum Neon, and the  
Applebaum Family Compass Fund.

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*The Museum of Contemporary Art Detroit (MOCAD) is an innovative addition to Detroit's vibrant Midtown neighborhood, and functions as a hub for the exploration of emerging ideas in the contemporary arts. As a non-collecting institution, MOCAD is responsive to the cultural content of our time, fueling crucial dialogue, collaboration, and public engagement. The Museum is located between the Detroit Symphony Orchestra and the Detroit Institute of the Arts, Wayne State University, and the College for Creative Studies. The cavernous 22,000 square foot building, a former auto dealership, has been simply renovated to maintain its raw historic character. MOCAD's ambitious series of public programs includes lectures, musical performances, films, literary readings and educational activities for area youth. *Mobile Homestead*, by late artist Mike Kelley, is a permanent art work located on the grounds of the Museum. It is both a public sculpture and a private, personal construction – based on the artist's childhood home on Palmer Road in Westland. The ground floor serves as a community event space by and for a diverse public, as Kelley intended. MOCAD is generously supported by individual members, private and corporate foundations, and government agencies. More information can be found at [mocadetroit.org](http://mocadetroit.org).*

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