

MINNEAPOLIS
COLLEGE of ART and DESIGN

MCAD ART SALE — 2024 INVENTORY & SALES DATA OVERVIEW

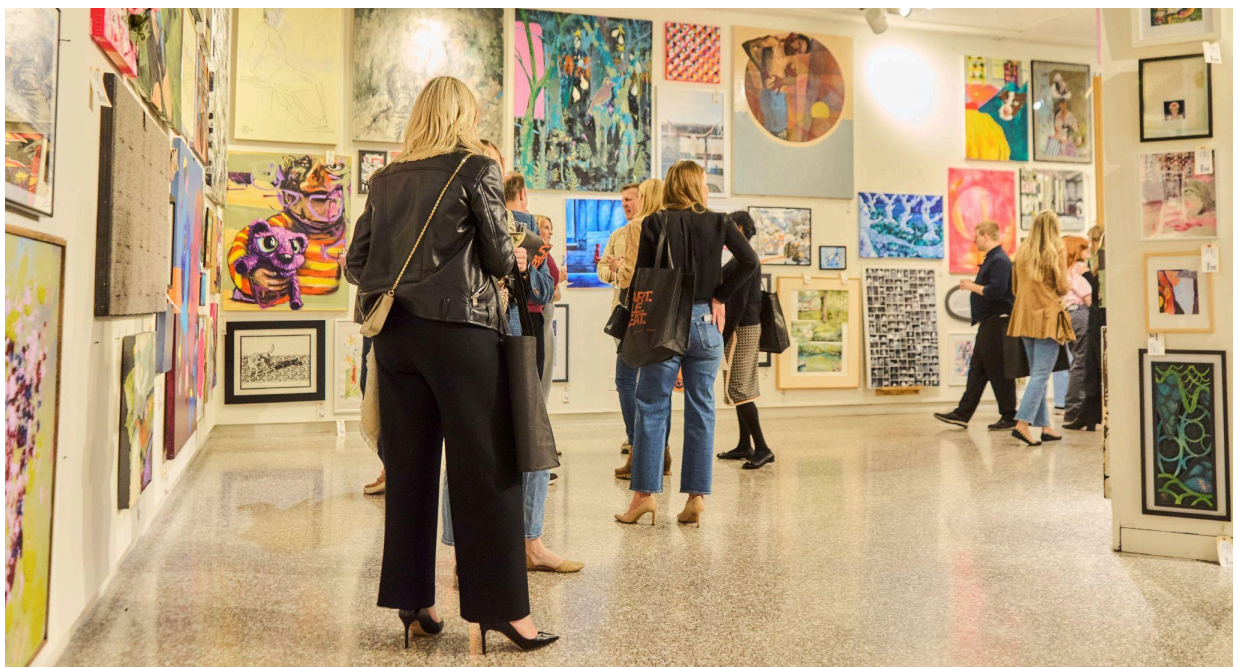
Participation Highlights

- + Total artworks submitted: 6,846
 - + Total artists: 486 (72% alumni, 28% students)
 - + Overall sales rate: 49% of works sold (3,369 pieces)
-

Key Takeaways for 2025 Participants

- + Paintings, Drawings, and Textiles commanded the highest sale prices.
- + Prints and Digital Prints sold in volume, though at lower averages. These remain good for accessibility and first-time buyers.
- + Boutique & smaller items can drive participation from casual buyers.
- + A wide range of price points helps capture different buyer groups.

See the following pages for the complete inventory and sales reports.



M
CAD

**MINNEAPOLIS
COLLEGE of ART and DESIGN**

2024 INVENTORY REPORT	
Total works submitted: 6,846 + Alumni: 5,041 (74%) + Students: 1,805 (26%)	Total Artists Participating: 486 + Alumni: 348 (72%) + Students: 138 (28%)

2024 INVENTORY REPORT BY CATEGORY					
	Qty	Avg. Price		Qty	Avg. Price
Apparel	59 (0.9%)	\$46	Monotype	99 (1.4%)	\$235
Buttons & Stickers	177 (2.6%)	\$10	Original Illustration	238 (3.5%)	\$100
Comics, pages, zines, & books	188 (2.7%)	\$28	Original Print/Screenprint	987 (14.4%)	\$91
Digital Print	1,164 (17%)	\$45	Painting	2,057 (30%)	\$565
Drawing	269 (3.9%)	\$376	Photography	521 (7.6%)	\$217
Glass/ Ceramics	117 (1.7%)	\$137	Sculpture & Furniture	161 (2.4%)	\$311
Intaglio/ Etching	56 (0.8%)	\$194	Small Boutique Items	196 (2.9%)	\$39
Jewelry	115 (1.7%)	\$55	Textile	138 (2%)	\$415
Lithography	70 (1%)	\$133	Other	234 (3.4%)	\$275

**MINNEAPOLIS
COLLEGE of ART and DESIGN**

2024 SALES REPORT	
Total works sold: 3,369 (49% of inventory)	Overall average price sold: \$177
+ Alumni: 2,510 (75%)	+ Alumni average price sold: \$213
+ Student: 859 (25%)	+ Student average price sold: \$71

2024 SALES REPORT BY CATEGORY					
	Sold	Avg. Price		Sold	Avg. Price
Apparel	27 (0.8%)	\$35	Monotype	45 (1.3%)	\$103
Buttons & Stickers	101 (3%)	\$11	Original Illustration	153 (4.5%)	\$62
Comics, pages, zines, & books	64 (1.9%)	\$26	Original Print/ Screenprint	575 (17%)	\$68
Digital Print	771 (22.9%)	\$36	Painting	829 (24.6%)	\$443
Drawing	101 (3%)	\$348	Photography	168 (5%)	\$181
Glass/ Ceramics	64 (1.9%)	\$147	Sculpture & Furniture	61 (1.8%)	\$175
Intaglio/ Etching	28 (0.8%)	\$190	Small Boutique Items	149 (4.4%)	\$29
Jewelry	53 (1.6%)	\$34	Textile	64 (1.9%)	\$420
Lithography	13 (0.4%)	\$113	Other	103 (3.1%)	\$164

**MINNEAPOLIS
COLLEGE of ART and DESIGN**

2024 <u>ALUMNI</u> SALES REPORT Average Price Sold Per Category		2024 <u>STUDENT</u> SALES REPORT Average Price Sold Per Category	
Apparel	\$35	Apparel	N/A
Buttons & Stickers	\$12	Buttons & Stickers	\$7
Comics, pages, zines, & books	\$30	Comics, pages, zines, & books	\$21
Digital Print	\$41	Digital Print	\$27
Drawing	\$366	Drawing	\$114
Glass/Ceramics	\$147	Glass/Ceramics	N/A
Intaglio/Etching	\$305	Intaglio/Etching	\$57
Jewelry	\$35	Jewelry	\$25
Lithography	\$108	Lithography	\$121
Monotype	\$189	Monotype	\$34
Original Illustration	\$84	Original Illustration	\$46
Original Prints/Screenprints	\$74	Original Prints/Screenprints	\$56
Painting	\$494	Painting	\$189
Photography	\$226	Photography	\$89
Sculpture & Furniture	\$169	Sculpture & Furniture	\$195
Small Boutique Items	\$25	Small Boutique Items	\$74
Textile	\$436	Textile	\$99
Other	\$166	Other	\$128