

MINNEAPOLIS
COLLEGE of ART and DESIGN

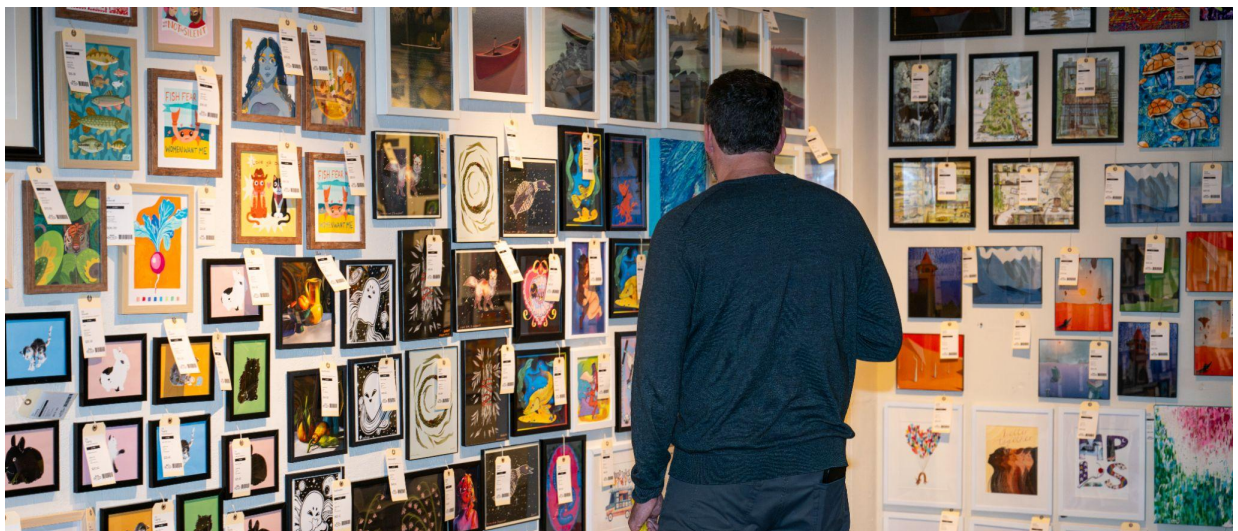
MCAD ART SALE — 2025 INVENTORY & SALES DATA OVERVIEW

Participation Highlights

- + Total artworks submitted: 7,237
 - + Total artists: 505 (76% alumni, 24% students)
 - + Overall sales rate: 43% of works sold (3,129 pieces)
 - + Average artwork sold for \$187, with alumni averaging \$216 per work and students averaging \$69
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Key Takeaways for 2025 Participants

- + Paintings generated the highest total sales, with 767 works sold at an average selling price of \$490.
- + Digital prints and screenprints remained buyer favorites, accounting for more than 1,175 artworks sold combined.
- + Glass & Ceramics, Digital Prints, and Original Illustrations achieved some of the strongest sell-through rates, indicating strong buyer demand.
- + Affordable artwork under \$100 continues to be a significant driver of sales, particularly prints, boutique items, jewelry, and stickers.
- + Original works command the highest prices, especially paintings, drawings, sculpture, textiles, and monotypes.
- + Submitting a mix of price points can increase visibility, pairing original works with lower-priced editions or merchandise to appeal to a wider range of collectors.



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2025 <u>INVENTORY</u> REPORT	
Total works submitted: 7,237 + Alumni: 5,643 (78%) + Students: 1,594 (22%)	Total Artists Participating: 505 + Alumni: 385 (76%) + Students: 120 (24%)

2025 <u>INVENTORY</u> REPORT BY CATEGORY					
	Qty	Avg. Price		Qty	Avg. Price
Apparel	65	\$86	Monotype	88	\$280
Buttons & Stickers	170	\$14	Original Illustration	278	\$115
Comics, pages, zines, & books	141	\$29	Original Print/ Screenprint	1,021	\$98
Digital Print	1,201	\$46	Painting	2,099	\$567
Drawing	304	\$352	Photography	542	\$247
Glass/ Ceramics	172	\$247	Sculpture & Furniture	117	\$366
Intaglio/ Etching	78	\$193	Small Boutique Items	319	\$37
Jewelry	137	\$56	Textile	93	\$349
Lithography	59	\$116	Other	353	\$211

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2025 SALES REPORT	
Total works sold: 3,129 (43% of inventory)	Overall average price sold: \$187
+ Alumni: 2,510 (80%)	+ Alumni average price sold: \$216
+ Student: 619 (20%)	+ Student average price sold: \$69

2025 SALES REPORT BY CATEGORY					
	Sold	Avg. Price		Sold	Avg. Price
Apparel	15	\$47	Monotype	33	\$228
Buttons & Stickers	81	\$12	Original Illustration	144	\$109
Comics, pages, zines, & books	56	\$24	Original Print/Screenprint	514	\$79
Digital Print	663	\$40	Painting	767	\$490
Drawing	101	\$297	Photography	169	\$151
Glass/ Ceramics	105	\$109	Sculpture & Furniture	42	\$288
Intaglio/ Etching	20	\$176	Small Boutique Items	168	\$36
Jewelry	63	\$34	Textile	41	\$202
Lithography	19	\$86	Other	128	\$108

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2025 <u>ALUMNI SALES</u> REPORT Average Sell Price Per Category		2025 <u>STUDENT SALES</u> REPORT Average Sell Price Per Category	
Apparel	\$48	Apparel	\$35
Buttons & Stickers	\$12	Buttons & Stickers	\$9
Comics, pages, zines, & books	\$26	Comics, pages, zines, & books	\$20
Digital Print	\$45	Digital Print	\$26
Drawing	\$357	Drawing	\$105
Glass/Ceramics	\$122	Glass/Ceramics	\$20
Intaglio/Etching	\$211	Intaglio/Etching	\$38
Jewelry	\$36	Jewelry	\$23
Lithography	\$80	Lithography	\$109
Monotype	\$202	Monotype	\$287
Original Illustration	\$119	Original Illustration	\$46
Original Prints/Screenprints	\$97	Original Prints/Screenprints	\$43
Painting	\$534	Painting	\$174
Photography	\$191	Photography	\$71
Sculpture & Furniture	\$293	Sculpture & Furniture	\$261
Small Boutique Items	\$36	Small Boutique Items	\$25
Textile	\$203	Textile	\$150
Other	\$119	Other	\$56