

ARTIST PROSPECTUS

2010 PUBLIC ART EVENT • SHOREWOOD, WISCONSIN

The Village of Shorewood, Wisconsin proudly announces its 2010 public art project, "Best Seats in the House," to be unveiled June 5 in Shorewood's business district. This second annual event is being presented by the Shorewood Foundation, and produced by the Shorewood Business Improvement District (BID). "Best Seats in the House" is open to all artists – and residency in the Village of Shorewood is not required. Please carefully read the following criteria that provides all the information you need for submitting a design proposal for this exciting community event.

The theme for this year's event revolves around a custom-made cedar bench. Artists whose proposals are selected will be paired with a Village business or organization to be their sponsor. Each decorated bench will reside outside a storefront on public display in the Shorewood business district through the duration of the event (June 5 through August 15). Cash prizes will be awarded by a judging committee for the best five designs. At the end of the event, the benches will be auctioned off at a special auction, with proceeds benefitting the Shorewood Foundation.

WHY PARTICIPATE?

- Cash prizes of \$400, \$300 and \$200 for winning designs, plus two honorable mention awards at \$100 each.
- \$100 stipend paid to each artist to cover the cost of materials.
- Public display of your finished piece (outside for two+ months), including a plaque with your name on it.
- Your name listed in an event brochure and on the Shorewood Business Improvement District website.

WHEN SUBMITTING A DESIGN, THE FOLLOWING ITEMS ARE REQUIRED:

- **DESIGN PROPOSAL FORM** Please complete all information as requested and include a description statement about your bench design.
- **ABOUT THE ARTIST** Please include a current biography and any information to assist the judges with your proposal.
- **PROOF OF CONCEPT** Your proof of concept should be a sample of how you expect the finished product to look. Please use the enclosed line drawing of the bench when submitting your design (a front AND back design are required in COLOR). On the drawing of your bench outline, please include your name and title of design. You may submit more than one design. Drawings of commissioned benches become the property of the Shorewood Business Improvement District.

SELECTION PROCESS

A panel of judges will determine the designs for the 2010 Public Art Event. You will be notified by mail or e-mail of the final selection.

POSTMARK DEADLINE FOR PROPOSALS: FRIDAY, MARCH 12, 2010.

ARTISTS WILL BE NOTIFIED BY MARCH 19 OF THEIR ACCEPTANCE, AT WHICH TIME THEY WILL RECEIVE INFORMATION ABOUT PICKING UP THEIR BENCH ON SATURDAY, MARCH 27. ARTISTS WILL BE GIVEN APPROXIMATELY 7 WEEKS TO DECORATE THEIR BENCH. ALL BENCHES MUST BE COMPLETED BY MAY 14, 2010 (OR SOONER). NO EXCEPTIONS!



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SPONSORSHIP INFORMATION

- Each bench will be sponsored by an individual or business and placed on display within the Shorewood business district and other Village locations. Exhibition management will determine the location of each bench. It is not necessary for the artist to secure his/her own sponsor. Sponsor names will be prominently displayed on a plaque mounted to the bench and will be included on the Shorewood BID website, in the event brochure, posters and other marketing materials, and in all press releases.

GENERAL DESIGN CRITERIA

- The more creative and imaginative your design, the better!
- You may submit more than one design, if desired. Please include a separate proof of concept with each submission.
- You may choose from either a primed white bench or natural cedar (please check the appropriate box on the application). You may then add color paint, sculpt, mosaic or add attachments to the bench. However, the structural integrity of the form cannot be compromised – and nothing can be added to the width of the bench that would prohibit it from being able to fit through a standard doorway.
- Designs cannot deviate from the original accepted proposals. If changes are required during the decorating process, they must be pre-approved by the jurying committee. Failure to do so may result in rejection of the completed art for display.
- Do NOT use any direct label advertising or logos.
- Do NOT use any religious or political references. This is a public display and, therefore, all finished sculptures must be appropriate for all audiences.
- All benches will be displayed outside, and therefore, finishes on the final forms should be weatherproof and “kid proof.” Elements of nature such as rain, wind, sun and dirt should be kept in mind when attaching objects. Artists should work with appropriate media and finishes to ensure longevity of artwork on the bench and permanent enough to resist removal by eager fingers. The benches will be functional pieces of art while on display – residents and guests will be sitting on the benches throughout the exhibit!
- Your final form will be clear-coated by an auto body shop (to provide further protection) before being put out on display.
- Any repairs that are required during the exhibit are the responsibility of the artist, who will be notified if any are needed. All benches will require touch-up and cleaning prior to the auction, and artists are expected to be available to make necessary touch-ups preceding the auction.
- All benches will have a plaque attached listing the names of the sponsors and artist, and the title of the bench.
- Artists will be awarded a \$100 stipend to cover their costs. The stipend will be awarded on the day the finished bench is submitted to the Shorewood Business Improvement District for display. Money is not distributed in advance.
- Prizes will be awarded to those artists winning the “Best of Show” determined by a panel of judges. Prize money will be awarded at the final sales auction. Prizes: FIRST PLACE: \$400, SECOND PLACE: \$300 and THIRD PLACE: \$200. Two HONORABLE MENTIONS at \$100 each will also be awarded.
- The decorated benches will be covered by insurance during the event.

PLEASE NOTE: The Shorewood Business Improvement District becomes the sole owner of all product and designs produced for this campaign by an artist. The Shorewood Business Improvement District reserves the exclusive right to reproduce artist designs in all marketing materials and event promotions, and on any and all merchandise associated with the event.

If any design is deemed inappropriate by the committee in content or execution or is deemed unsafe to put on public display, the bench will be disqualified and no monetary stipend will be provided to the artist.

PROPOSALS MUST BE POSTMARKED BY FRIDAY, MARCH 12, 2010, AND MAILED TO:

SHOREWOOD BUSINESS IMPROVEMENT DISTRICT • 4230 N. OAKLAND AVE., #295, SHOREWOOD, WI 53211



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ARTIST APPLICATION

If you wish to submit a design for the 2010 event, please complete all areas on this proposal form for each design submitted. A color illustration of your design (for BOTH front and back of bench) must be included for each application submitted. Two or more artists, or a community group or class, may together submit a design proposal, as long as all rules are followed for submitting. (Please note: YOU MUST HAVE AN E-MAIL ADDRESS IN ORDER TO PARTICIPATE IN THIS PROJECT, AS IT IS IMPORTANT TO BE ABLE TO COMMUNICATE REGULARLY WITH OUR ARTISTS.)

– PLEASE PRINT LEGIBLY –

Artist name(s) _____

Address _____
City, state, zip _____
Phone _____
Cell _____
e-mail _____
Signature _____
Title of design _____

Bench theme/description: List all materials to be used, color schemes, and describe method of implementing your theme.

ABOUT THE ARTIST

Please include a resume that describes your credentials. You may submit photographs, slides or examples of past work.

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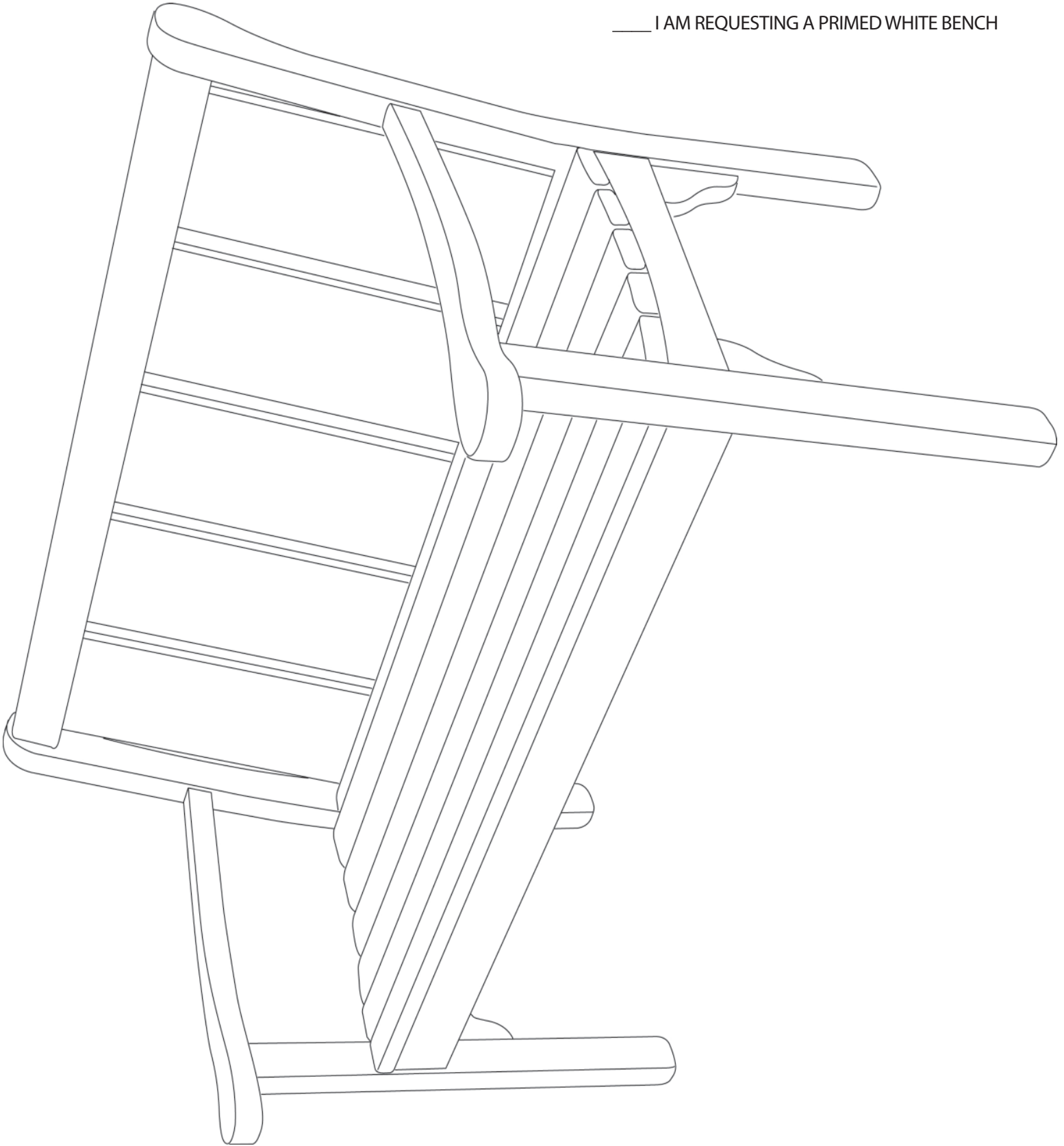
BENCH FORM: The bench is 48 inches long x 36 inches high x 22 inches wide and weighs approximately 35 pounds.

Artist name (s) _____

Bench title _____

___ I AM REQUESTING A NATURAL WOOD BENCH

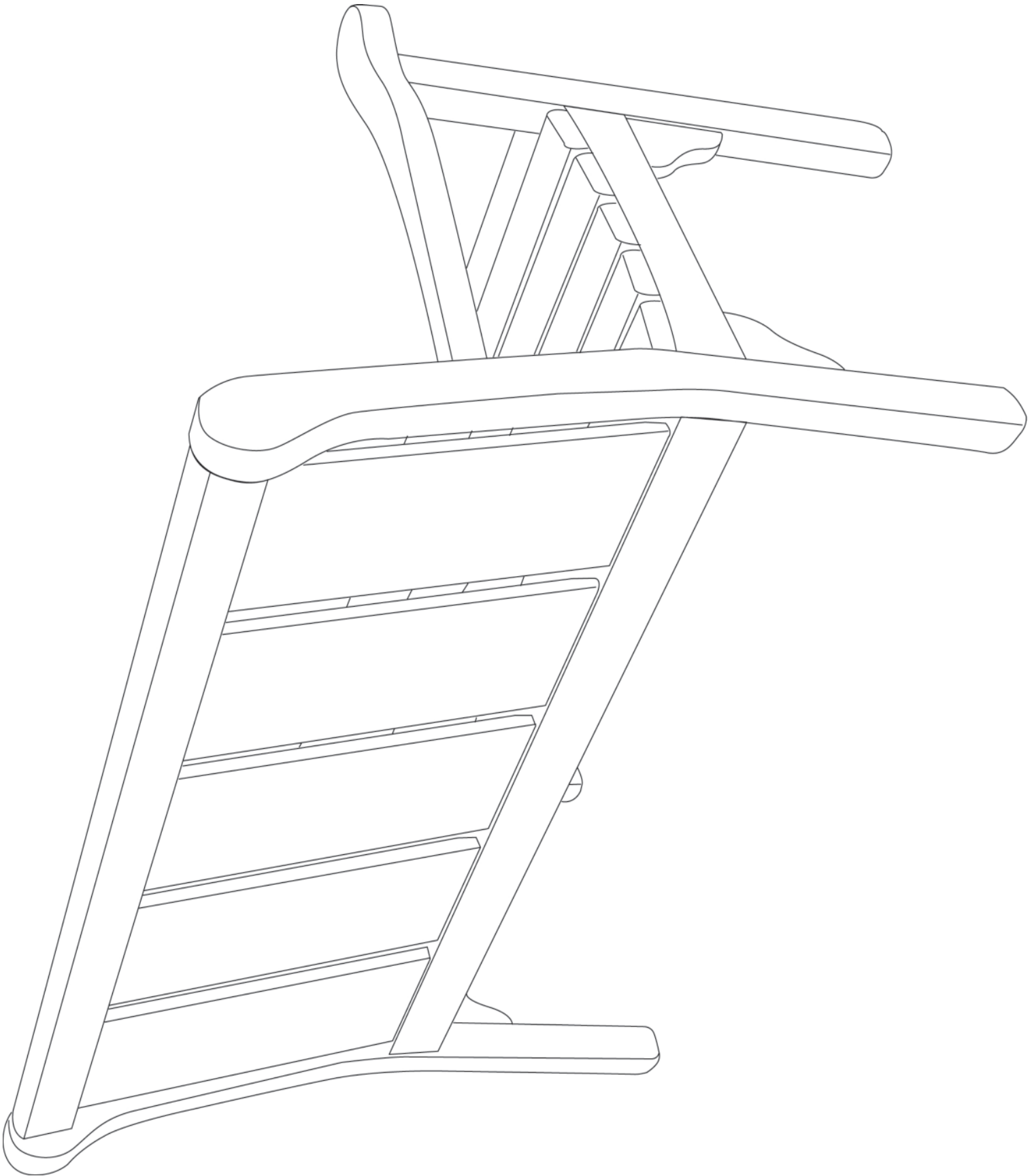
___ I AM REQUESTING A PRIMED WHITE BENCH



ALL BENCHES REMAIN THE PROPERTY OF THE SHOREWOOD BUSINESS IMPROVEMENT DISTRICT.
BY PARTICIPATING IN THIS EVENT, ARTISTS RELINQUISH ALL CLAIM TO OWNERSHIP OF THE BENCH FORMS.

Artist name (s) _____

Bench title _____



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