



CALL FOR ARTISTS

Sunny & Chair Community Art Project

Sponsored by



**Midtown Crossing
2022**

About the Project

We're turning up the volume this summer with the perfect duet: the sun on our faces and dazzling Adirondack chairs for all to enjoy. Midtown Crossing, in collaboration with Visit Omaha, is seeking local creatives, artists, illustrators and/or designers who can turn a collection of Adirondack chairs into works of art, highlighting one of Omaha's destinations and/or distinctive attributes. Once painted, the works of art will be positioned throughout the Midtown Crossing neighborhood making the urban setting even more beautiful, more inspiring and relaxing for residents and guests alike. Artists and artist teams of all experience levels are encouraged to apply during the "Call for Artists" period.

Midtown Crossing

Anchored in historic Midtown Omaha, Midtown Crossing is an urban retreat that's always looking forward, dedicated to an even stronger Omaha community and the comfort and well-being of every resident and guest. [Click here to visit MidtownCrossing.com](http://MidtownCrossing.com).

Visit Omaha

The mission of the Omaha Convention and Visitors Bureau is to enhance the City of Omaha's economy through tourism - to promote and sell Omaha as a premier Midwest destination for conventions, trade shows, events, group tours and individual leisure travel. [Click here to visit VisitOmaha.com](http://VisitOmaha.com).

Timeline – Deadline to enter is Friday, March 18, 2022

- *Friday, March 18* – Artist application deadline
- *Friday, April 1* – Artists selected, notified and matched with Omaha destination and/or distinctive attribute
- *Friday, April 15* – Artist sketches due & artists pick-up chairs
- *Monday, May 16* – Completed chair deadline for drop-off
- *Starting May 16* – Chairs on display throughout Midtown Crossing

Rules for Entry

1. Artists are required to provide three (3) images of their past artwork in any medium for their application to be considered. See the Application Requirements below for further details.



2. Selected artists will be notified on April 1, 2022 and matched with destination and/or distinctive attribute. A preliminary sketch and brief description of artist's proposed chair design (the "Artwork") will be due by April 15, 2022 . The chair will be available for pick-up following Sponsor's approval of the Artwork, approximately April 15, 2022.
3. Artwork must be appropriate for public viewing. No words, symbols or logos intended as advertising may appear within the chair design. Additionally, the image should be appropriate for viewing by people of all ages so no profanity, political commentary, nudity or adult content is allowed. Inclusion of any of these items will result in immediate removal of your art.
4. Artists who plan to reproduce another artist's work MUST provide written permission in the form of an email or letter from that artist or his/her representative.

Stipend & Recognition

We are thrilled to announce that **Omaha Steaks** has graciously agreed to sponsor this year's Sunny & Chair Community Art Project. That's great news for each artist selected to participate. Each artist/artist team selected will now receive a **\$1,000.00 stipend**, one Adirondack chair and the following opportunities for recognition:

- Artists selected will be featured prominently on MidtownCrossing.com website
- Artists selected will receive extensive social media engagement, including a weekly artist spotlight
- Artists selected will be encouraged to sign their chairs and are welcome to include their website, social media handle, hashtag, etc.

We are immensely grateful for the support of Omaha Steaks and look forward to this inspiring, colorful display of artistically designed chairs highlighting Omaha's destinations and distinctive attributes.

Selection & Destination/Distinctive Attribute Matching Process

The Sunny & Chair selection committee will review all applications, choose final applicants and alternates and match each participating artist with an Omaha destination and/or distinctive attribute to be represented/ portrayed on the chair. All artists will be notified of their status by Friday, April 1, 2022 by email.

A preliminary sketch and brief description of the artist's proposed chair design is due by Friday, April 15, 2022.

Letter of Agreement

Upon selection and final design approval, each artist will complete a letter of agreement ("Contract") with East Campus Realty, LLC. If an artist is under 21 years of age, a parent or guardian must sign the Contract on behalf of the artist. All finished Artwork of the Artist must be faithful to the drawings, design and concept as approved by the selection committee.

Important Notes

- Midtown Crossing will provide each selected artist with one Adirondack chair.
- Chairs must be primed, painted, sealed to specification and delivered to Midtown Crossing no later than Monday, May 16, 2022. All painted chairs will be placed outdoors. Chairs will be subjected to rain and inclement summer conditions. We ask that artists adhere to the specifications/ guidelines as listed below when painting/ treating



guests and visitors. Midtown Crossing reserves the right to remove, replace, rearrange and re-treat all painted chairs as needed.

- Each Adirondack chair is custom made from a **cedar wood**, hand-crafted and primed prior to pick-up. Artists are strongly encouraged to:
 - o Thoroughly **sand** the chair prior to applying any products.
 - o Once sanded, apply a thick coat of **oil-based primer**.
 - o Once primed, use **oil RUSTOLEUM paint** for your artwork.
 - o Once art is completed, apply 2 coats of **Spar Varnish**.
 - o *All primer, paint and varnish must be applied with a brush.*

Important payment/ stipend information:

- An approved sketch, signed contract and valid W-9 are required in order to receive the stipend and pick-up the Adirondack chair.
- Adirondack chair will be available for pick-up after approval of the preliminary sketch, and receipt of the signed Contract and W-9.
- Stipend will be paid approximately **45-60 days** after receipt of signed Contract and W-9.

APPLICATION REQUIREMENTS

To apply, send the following information by email to sunnyandchairomaha@gmail.com no later than Friday, March 18.

- Artist(s) Name(s)
- Email Address
- Phone Number
- Full Mailing Address
- Brief artist(s) bio(s)
- Three images of past artwork in any medium

For more information about the project, contact:

Amanda Lustgraaf

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