



# CALL FOR ARTISTS

Chalk Art Festival, presented by [Emspace + Lovgren](#)  
Midtown Crossing  
September 10-11, 2022

The 4th Annual Omaha Chalk Art Festival is looking for artists or artist teams for its festival to be held on Farnam Street in Midtown Crossing. Chosen artists agree to participate free of charge and, in return, will enjoy creative control of their chalk art masterpiece and receive significant visibility and exposure throughout the weekend festival. In addition, the artist/artist team chosen as *Best of Show* will be awarded a prize of \$1,000, and the artist/artist team voted at *People's Choice* will receive a \$100 gift card to the Midtown Crossing retailer of the winner's choice.

We're thrilled to have our efforts and your art unified by a fun and summery theme this year, like many other chalk art festivals around the nation. Our presenting sponsor, [Emspace + Lovgren](#), a local creative communications agency, designed the **Chalking on Sunshine** theme, and we think you'll find a lot of inspiration from it. But don't feel tied down by it – your art does not have to be a literal interpretation of it. The very act of you joyfully creating your masterpiece on the sidewalk is exactly what the theme is meant to be about. We do ask that you use **#ChalkingonSunshine** when you share your process, experience and artwork on social media.

## About the Festival

Back by popular demand, the Omaha Chalk Art Festival, an eye-popping addition to the city's arts and culture landscape, is coming to Midtown Crossing. A weekend-long celebration of local and regional artists will transform the sidewalk along Farnam Street in Midtown Crossing into a gallery of pastel chalk masterpieces. Visitors are invited to observe and admire as they stroll Farnam Street, enjoy each artistic drawing, food, drinks and browsing. Now in its fourth year in Omaha, the Chalk Art Festival concept is tremendously popular around the world – from Curtatone, Italy, to Denver, Colorado.

[Click here to apply today!](#)

**Wednesday, August 31** – Virtual Artist Workshop at 6pm (recorded version available)

**Saturday, September 10** – Festival Hours, 10 am to 6 pm

**Sunday, September 11** – Festival Hours, 10 am to 6 pm

## About Midtown Crossing

A community that sits at the intersection of everything Omaha. A vibrant, urban neighborhood activated in the heart of our thriving community. Eclectic neighborhood eateries and locally-fueled businesses. Lively, free events nestled in Turner Park's scenic green space serve as an approachable gathering place for locals and visitors alike. Midtown Crossing. An unprecedented experience in a sophisticated, modern, open-air setting. You belong here.

[Click here for more information.](#)

Sponsored by: The logo for Emspace + Lovgren. It features a stylized graphic of three yellow and orange geometric shapes (squares and triangles) to the left of the word "emspace" in a bold, blue, sans-serif font. Below "emspace" is the text "+lovgren" in a smaller, orange, sans-serif font.

## The Tradition

The chalk art event follows street painting traditions that originated in 16th century Renaissance Italy when artists began transforming pavement into canvas using chalk. The artists were called “madonnari,” after their customary practice of creating chalk paintings of the Madonna. Historically, madonnari were known for their lives of travel and freedom, making their living from coins received from passers-by. With World War II came many hardships, greatly reducing the number of these artists. The art form was not officially brought back to life until 1972 when the small town of Grazie di Curtatone in Italy started the first international street painting competition. Today, artists worldwide are taking to the streets, bringing with them new ideas, techniques, and excitement for this ancient form of expression.

## Requirements:

1. Artists are required to submit a rough sketch and brief description of their proposed chalk drawing. Application will not be considered without it. Please submit one image of the art you wish to create and three images of your past artwork in any medium.
2. Artwork for the festival must be appropriate for public viewing. No words, symbols or logos intended as advertising may appear within the chalk drawing image. 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.
3. Artists who plan to reproduce another living artist’s work MUST provide written permission in the form of an email or letter from that artist or his/her representative.
4. Artists are not allowed to sub-advertise their square/space in any way. Official sponsors and artists only.
5. Chalk will be provided; however, if artist is using a predominant color in their design they may want to purchase that color before the festival. Only non-oil-based soft chalk/pastels in a solid form may be used for the street painting. Acrylic paints, spray can pastels/chalk, spray field chalk, oil-based pastels, hard pastels, etc. are not acceptable.
6. All squares are 6' x 6'. If your artwork is not square it must be 6' in one direction.
7. Chalk artists at the festival are not paid.
8. Midtown Crossing provides:
  - One set of 24 soft pastels
  - Access to an indoor station, stocked with water and light refreshments throughout the weekend.
  - Significant visibility and exposure, including artist listing on Midtown Crossing website and social media, festival map and more.
  - \$1,000 awarded to the “Best of Show” artist or artist team
  - \$100 gift card awarded to the People’s Choice artist or artist team
9. Artists are asked to work on their chalk drawings both Saturday and Sunday to accentuate the live art experience.
10. Artists must be at least 19 years of age.
11. Enter as soon as possible. Deadline to enter: August 1, 2022
12. Artists must apply online ([click here](#)) or email their entry to: [contact@midtowncrossing.com](mailto:contact@midtowncrossing.com).

**Entry Check List:**

- Artist's contact information: artist's name, name of assistant (if applicable), mailing address, email address, and phone number.
- One (1) image of what artist will create.
- An artist statement about the work they want to create. If artist is re-creating another artist's work, artist must give title and name of original artist.
- Three (3) images of past work in any medium.

[Click here to apply today.](#)

**Questions / Information:** [contact@midtowncrossing.com](mailto:contact@midtowncrossing.com) or 402-351-5954