



## CALL FOR ARTISTS

**Omaha Chalk Art Festival, sponsored by [Omaha Steaks](#)  
Saturday & Sunday, September 9 & 10, 2023 | Midtown Crossing**

The 5th Annual Omaha Chalk Art Festival, sponsored by [Omaha Steaks](#), is now accepting applications from artists or artist teams for its festival to be held on Farnam Street in Midtown Crossing. Chosen artists/artist teams 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.

This year's festival theme is ***"What Unites Us"***. Artists/artist teams are invited to represent the theme in their piece, but are not required to do so.

The Omaha Chalk Art Festival is proud to partner with the [Food Bank for the Heartland](#), bringing awareness to the organization's work to eliminate hunger in the heartland. Festival attendees will be encouraged to bring or make donations to the Food Bank. The People's Choice Award voting will include an additional donation component. Your participation as an artist/artist team is your gift to the Food Bank!

## About the Festival

Friday, September 8 – Artist Workshop at 6pm

Saturday, September 9 – Festival Hours, 10 am to 6 pm

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

Back by popular demand, the Omaha Chalk Art Festival, an eye-popping addition to the city's arts and culture landscape, returns to Midtown Crossing on September 9 & 10, 2023. A weekend-long celebration of local and regional artists, as well as two professional chalk 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 fifth year in Omaha, the Chalk Art Festival concept is tremendously popular around the world – from Curtatone, Italy, to Denver, Colorado.

## 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. The application will not be considered without it. Please submit **one (1) image of the art you wish to create** and **three (3) 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.
  - Access to workshop hosted by professional chalk artist Michael Rieger
  - 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.
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
  - 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.

*\*UPDATED: August 15, 2023*

[Click here to apply today](#)

**Questions & Information:** [contact@midtowncrossing.com](mailto:contact@midtowncrossing.com)

### **About Midtown Crossing, *Event Host***

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.](#)

### **About Omaha Steaks, *Presenting Sponsor***

Omaha Steaks, America's Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company, who has a history of supporting food security through long-standing relationships with food banks, and partnerships with national organizations to provide food to those in need during natural disasters and during the pandemic. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grain-fed beef and other gourmet foods including seafood, pork, poultry, and skillet meals, side dishes, appetizers, and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at [www.OmahaSteaks.com](http://www.OmahaSteaks.com) or at retail stores nationwide.

### **About KETV NewsWatch 7, *Media Sponsor***

KETV NewsWatch 7 is Omaha's News Leader, the number one station for local news on-air and all digital platforms in the Omaha market, one of the top ABC stations in the country among the top 100 markets (A25-54) and has the largest local media presence on social media. KETV's Giving Wednesday campaign has expanded our community outreach and highlighted multiple local non-profit agencies. KETV's commitment to local news has been recognized with multiple Regional Edward R. Murrow Awards and Nebraska Broadcasters Association awards for news coverage. KETV broadcasts from the historic 7 Burlington Station, an Omaha landmark that has been transformed into a state-of-the-art broadcast facility. The Burlington Station opened on July 4, 1898 as a part of the Trans-Mississippi International Exposition. It served as a rail station for the Omaha area until 1974. KETV has been an ABC affiliate since it began broadcasting in 1957.

### **About Food Bank for the Heartland, *Nonprofit Partner***

Founded in 1981 and headquartered in Omaha, Nebraska, Food Bank for the Heartland—a member of Feeding America—is a 501(c)(3) nonprofit organization. Our mission is to eliminate hunger in the Heartland by ensuring consistent access to healthy food through community partnerships. Food Bank for the Heartland works with 544 network partners in 93 counties across Nebraska and western Iowa offering multiple hunger relief and nutrition programs. The Food Bank is currently providing, on average, two million meals every month. For more information, visit [FoodBankHeartland.org](http://FoodBankHeartland.org).

Special thanks to in-kind sponsor [Element Omaha Midtown Crossing](#).