



Council on  
the Arts



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## 2017 DOWNTOWN BANNER CAMPAIGN “REIMAGINING THE ARTS”

### ***Project description:***

“Reimagining the Arts” is part of a placemaking campaign designed to strengthen the identity of Utica’s arts and cultural neighborhoods and assets. The “Streetscape Gallery” project includes 32 new pole banners to be installed from Franklin Square to South Street . The banners will remain in place for 6-10 months, showcasing works of art created by Utica-based artists of various backgrounds and disciplines. This Cornell Rust to Green (R2G) project is funded by the New York State Council on the Arts and the City of Utica with Michelle Truett as the project manager.

### ***Deadline for Submissions***

#### ***We have very tight grant and installation deadlines!***

There are two deadlines - one for submissions that need to be photographed and another for applicants that have digital files or photos of their work. Deadlines are as follows:

#### **1. Physical Submission: October 26, 2017**

*Nancy Ford will be taking photos of artwork at her studio at 52 Franklin Square in downtown Utica (next to Bite Bakery).*

*You can come by anytime between 5:30-7:30pm and have your piece shot right away and then you can take it home with you.*

*If you CANNOT make this time, you need to get your artwork to Michelle Truett ahead of time. This is the ONLY session we will be having for photographing work.*

*Your application must be completed by the session. Artist bio and head shot can be submitted by November 1st.*

#### **2. Digital Submission: November 1, 2017**

*Submit Applications, Bio and a Professional Digital Image (300 - 600 dpi at 100%) as a Dropbox link to michelle@484design.com with “Downtown banner submission” in subject line.*

Note: if the piece you would like to submit is permanently installed somewhere, we will need you to take a digital photo of it.

### ***Artist Submission Information***

1. To be considered for the project, ***the artist MUST live, work or occupy studio space in the city of Utica.***
2. Submission materials must be complete and submitted by the DEADLINE – no exceptions.
3. Artwork can be any medium, including 3D sculptures, jewelry, fabrics, metalwork, etc. and MUST be original works of art.
4. Images of your artwork will be used for this project only, including promotions – i.e. email, social media, traditional media and print materials such as posters and brochures.
5. Submissions must include a 200-250-word artist biography; we reserve the right to edit your bio, if appropriate.

### ***Artwork specifications (please reference mock layouts on page provided):***

1. This campaign is family-friendly – be sure your submission is appropriate for all audiences. Rust 2 Green reserves the right to disqualify submissions not meeting this criteria.
2. Image size for artwork on the banners is 28" x 43".
3. You may submit existing pieces, there is no need to create a new piece for this, unless you want to AND can meet deadline.
4. Artwork does not have to be Utica-themed, but may be if you'd like. It should be a piece that best represents your style.
5. Keep in mind that vehicular traffic is the main audience; bold design or color in your artwork is suggested. Lettering on banners (name/title) will be targeted to pedestrians.
6. 3D pieces (sculpture, jewelry, etc) – should be shot on a colored background, not white please.
7. Your name and a short 2-3 word descriptor will be inserted at the bottom of the banner - you can submit those on your application (i.e. "Community Arts Advocate", "PrattMWP Professor", "Owner, (Your Company)")
8. If your art work is beyond the specified dimension in width or height, we reserve the right to crop it to fit the space - if submitting digitally, please crop your photo to the specified dimensions.
9. If submitting digitally, a high resolution (300 - 600dpi at 100%), digital file of your work is required. Please send your complete submission as a Dropbox link to michelle@484design.com with "Downtown banner submission" in subject line. Michelle will confirm receipt. If you do NOT hear back right away, please follow up to assure your submission was received successfully.
10. If you need your work photographed, we are holding a session on Thursday, October 26, 2017 from 5:30-7:30pm at Nancy Ford's studio at 52 Franklin Square. Stop by, get your artwork photographed right away and you can take your piece back with you. If you CANNOT make this session, you need to get your artwork to Michelle Truett ahead of time. This is the only photography session we will be having.

### ***Compensation***

Artists will not be compensated for use of their artwork and name – this project is to promote the arts and cultural assets in Utica.

### ***Banner Timeline***

- Our goal is to install the banners in late November, 2017 for a period of 6-10 months depending on weather and other factors.
- Please note – Genesee Street is a wind tunnel! For the past two years, despite best efforts, banners have blown off poles and/or been damaged by the elements. If that is the case, we will NOT be able to replace banners. If they are blown off and are intact, we will try to work with the City to reinstall them.
- Once the campaign ends and banners are removed, we may decide to display them elsewhere and/or store them for future use. Banners are the property of the City of Utica.

### ***Communication***

THANK YOU AND GOOD LUCK!!! We will communicate with artists via the email address you provide on your submission form.

### ***Contact Information***

Michelle Truett, project manager

michelle@484design.com

315-534-0067



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# 2017 DOWNTOWN BANNER CAMPAIGN "REIMAGINING THE ARTS" SUBMISSION FORM

Submit via email to: [michelle@484design.com](mailto:michelle@484design.com) or via mail to 484 Design, Inc. PO Box 1071, Utica, NY 13501

### Your Information

Name: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Best way for people to see your work (Website address, Instagram handle, Facebook page name, etc.):

\_\_\_\_\_

2-3 words you would like on your banner along with your name: (i.e. "mixed media artist", "PrattMWP Professor", "Sculptor and Educator")

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Home Address

### Studio Address

### Work Address (include company name)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### About Your Piece

Name of piece (if applicable): \_\_\_\_\_

Medium of Artwork:

- Paint - acrylic
- Paint - oil
- Paint - watercolor
- Paint - gouache
- Other (please define): \_\_\_\_\_
- Chalk
- Pencil
- Pen/Ink
- Pastel
- Mixed Media/Collage
- Fabric/Textile
- Jewelry
- Mosaic
- Sculpture (Material: \_\_\_\_\_)
- Graphic Design
- Digital Art/Illustration
- Photography

### How will you be submitting your artwork?

- Digitally** (Please send Dropbox link to [michelle@484design.com](mailto:michelle@484design.com) with "Downtown banner submission" in subject line)
- I need you to photograph my piece for me** (Session will be from 5:30-7:30pm at Nancy Ford's studio at 52 Franklin Square)

Size of artwork (required): \_\_\_\_\_" (width) x \_\_\_\_\_" (height)

### Bio and Head Shot

Please email your 200-250 word bio (no CVs or resumes please, write it in third person narrative form) and head shot (high resolution JPEG, please no selfies) to [michelle@484design.com](mailto:michelle@484design.com) by November 1, 2017.



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DOWN TOWN UTICA

# 2017 DOWNTOWN BANNER CAMPAIGN "REIMAGINING THE ARTS" MOCK LAYOUTS

REIMAGINING THE Arts

ANGELA JOHNSON  
Community Arts Advocate  
BB Designs

Campaign funded by: Council on the Arts

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TONY THOMPSON  
Painter/Illustrator

Campaign funded by: Council on the Arts

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VARTAN POGHOSIAN  
Sculptor, 4 Elements Studio

Campaign funded by: Council on the Arts

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RICHELLE MAKI  
Artist

Campaign funded by: Council on the Arts

\*\*\* These are samples only and not actual artwork for the project