



# CALL FOR ARTISTS

## *Sunny & Chair: The Perfect Duet* Community Art Project

**Midtown Crossing  
Summer 2021**

### **About the Project**

Midtown Crossing is turning up the volume this summer with the perfect duet: the sun on our faces and dazzling Adirondack chairs we can really settle into. We're seeking talented creatives who can turn a collection of Adirondack chairs into works of art, embellished with unique flair and design. Afterward, the stylized chairs will be positioned around Midtown Crossing to make the neighborhood even more beautiful, inspire connection over drinks and take-out, and encourage a bit of relaxation. Artists and artist teams of all experience levels and mediums are encouraged submit potential designs during our "Call for Artists" period.

### **About 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 for more information.](#)

### **Timeline – Deadline to enter is March 29, 2021**

- *Monday, March 29* – Artist Application Deadline
- *Monday, April 12* – Artists Selection & Notification
- *Monday, April 26* – Artists Receive Chairs (date is approximate)
- *Friday, June 4* – Chair Art Deadline
- *June-October* – Chairs on display throughout Midtown Crossing
- *October* – Potential auction/sale with all proceeds to local nonprofit(s)

### **Rules for Entry**

1. Artists are required to email a preliminary sketch and brief description of their proposed chair design by March 29, 2021. Application will not be considered without it. Please submit your sketch, along with three images of your past artwork in any medium. See attached Application Requirements for further details.
2. 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 are allowed. Inclusion of any of these items will result in immediate removal of your art.
3. Artists who plan to reproduce another artist's work MUST get written permission in the form of an email or letter from that artist or his/her representative.

## Stipend & Recognition

Each artist/artist team selected will receive one **\$500.00 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.

## Selection Process

A selection committee will review all applications and choose all final applicants. All artists will be notified of their status by Monday, April 12, 2021 by email.

## 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 19 years of age, a parent or guardian must sign the Contract on behalf of the artist. All finished work 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 and handle transportation of the chair to/from the artist's studio or home if it is located within approximately one-hour of driving distance from Midtown Crossing.
- Chairs must be primed, painted, sealed and ready for pick-up no later than Friday, June 4, 2021. All painted chairs will be placed outdoors, 24/7. Chairs will be subjected to rain and inclement summer conditions. We ask that you adhere to the specifications/guidelines as listed below when painting/ treating your chair. This will ensure maximum enjoyment for all enjoying this community art collection. Midtown Crossing reserves the right to remove, replace, rearrange and re-treat all painted chairs as needed.
  - o Strongly recommended process and products notes:
    - Each Adirondack chair is made from **raw wood**.
    - Be sure to appropriately **sand** the chair prior to applying any products.
    - Once sanded, apply a thick coat of **oil-based primer**.
    - Once primed, use **oil RUSTOLEUM paint** for your artwork.
    - Once art is completed, apply 2 coats of **Spar Varnish**.
    - *All primer, paint and varnish must be applied with a brush.*
- A signed contract and valid W-9 are required to receive the stipend and delivery of the Adirondack chair.
  - o Adirondack chair will be delivered approximately **2 weeks** after receipt of the signed Contract and W-9.
  - o 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](mailto:sunnyandchairomaha@gmail.com) no later than Monday, March 29.*

- Artist(s) Name(s)
- Email Address
- Phone Number
- Full Mailing Address
- Address for Chair Delivery & Pick-Up (*if different than mailing address*)
- Preliminary sketch and brief description of proposed artwork
- Brief artist(s) bio(s)
- Three images of past artwork in any medium

For more information about the project, contact:

**Molly Skold**

*Vice President, Marketing & Communications, East Campus Realty, LLC*

Email: [molly.skold@mutualofomaha.com](mailto:molly.skold@mutualofomaha.com) | Phone: 402-598-9676

