



Image 1

Location:

840 South Calhoun Street
Fort Wayne, IN
46802

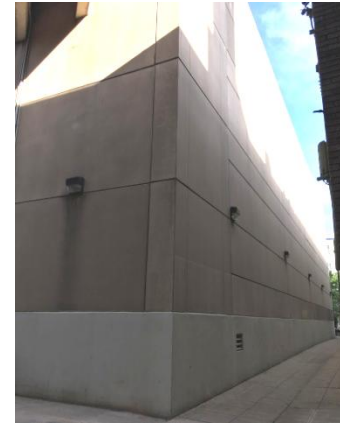


Image 2

THEME: The Art This Way Alley Activation Program is building an outdoor art gallery in downtown Fort Wayne, IN. The goal of this program is to further activate these pedestrian walkways by saturating the target zone with artwork. Murals should be family friendly; murals depicting violence, salacious imagery, expletives or hate speech will not be considered.

Murals should account for the scale and scope of the passage. This project is meant to make use of the west wall and the design should wrap around to the north wall. Extra consideration will be given to designs that best utilize the space.

LOCATION: This mural will be on the west-facing exterior wall & north-facing exterior wall of 840 S. Calhoun Street, Fort Wayne, IN 46802. The west wall is located within the pedestrian alley that runs perpendicular to Wayne Street and Berry Street in Fort Wayne, IN; the pedestrian alley opens onto Wayne Street (Image 1). The north facing wall is in a vehicular alley (Image 2). The committee is interested in seeing some negative space/unpainted areas of the cement wall incorporated into the design. This mural will cover, or partially cover, the lower cement portion (lower ~10' x 100') of the west wall, and cover, or partially cover, the lower corner (lower ~10'x10') of the north wall. Best utilization of the space considering project characteristics (i.e. best use of corner wrapping and design flow) will be a factor in jury scoring. Please see template and photos below.

INSTALLATION: Our program requires the use of Nova Color paints (<https://www.novacolorpaint.com/>). We require the artist to coat the finished mural with a UV resistant clear paint. The budget for artist supplies is listed in the budget (below). The muralist will be given a Nova color order form to fill out, and then Art This Way will order the supplies; artist is required to stay within the amount budgeted for supplies. Any supplies not used remain the property of the Art This Way program. If rented equipment is required for the artist's design, these costs must not exceed allotted supply budget. Any amount over supply budget will be paid for by the artist. Upon signing the mural contract and waivers, the artist will receive half of the artist stipend. Upon completion of the mural and a final review by Art This Way, the artist will receive the other half of the artist stipend. **Travel, lodging and food will not be paid for by the Art This Way Program.**



MURAL BUDGET:

For the entire project:
Artist Stipend: \$7,000
Supplies: \$1,500

Funding for this project was made possible in part by Arts United of Greater Fort Wayne, 3 Rivers Credit Union, The Fort Wayne Downtown Economic Improvement District, The Fort Wayne Chamber Foundation, and sponsors of Art This Way

ELIGIBILITY: This is worldwide call for entry. Artists must be 18 or older. Artists are permitted to submit up to two designs for this application. Applicants should provide two examples of their mural work or large scale painted works, identifying the medium and size of the work. Selected artist(s) will sign an indemnification agreement, a hold harmless waiver. Selected artist(s) will sign a mural contract with the Art This Way Program. Selected artist(s) will sign a photo release waiver. Selected artist(s) may be asked to provide proof of insurance.

TIMELINE: Mural specific timeline: May 2019 - September 2019

DEADLINE for ENTRY is midnight on **MAY 1, 2019**

NOTIFICATION of ACCEPTANCE: **JUNE 2019**

INSTALLATION: MAY-SEPTEMBER 2019

(DO NOT CONTACT ART THIS WAY ABOUT STATUS OF APPLICATION)

Upon notification of acceptance, the artist has one week to respond to acceptance email. The artist will be asked to schedule installation start and finish dates for the mural. Please keep your contact information up-to-date. Any communication issues may result in loss of contract. Installation timeline can be scheduled: June 2019 through September 2019. The artist is required to complete the mural within their scheduled timeline.

SELECTION PROCESS: The jury is made up of Fort Wayne community activists, professional artists, University of Saint Francis SOCA staff, Purdue University Fort Wayne representatives, representatives from the City of Fort Wayne, Fort Wayne Downtown Improvement District members, and Art This Way committee members.

All artists will be contacted about the status of their application. All applicants will receive notification of selection in June 2019. If a suitable application is not received, the project will not move forward.

Please, do not contact the committee regarding the status of your application.

APPLICATION CHECK-LIST:

EMAIL ALL OF THE FOLLOWING to ArtThisWayFW@gmail.com by 11:59pm on **MAY 1, 2019**

Please send all items in one email. Please send images, CV and mural design template as separate files. Partial applications will not be considered.

1) 2 jpeg images of artist's work (each image should not exceed 5MB; in the file name please include image description: your name, medium & size; ex. 'JohnDoe_Oil_50x69ft')

2) Artist's CV

3) jpeg image of your mural design proposal; please use the attached template and images as a reference



ALLEY ACTIVATION MURAL

840 South Calhoun Street
Fort Wayne, IN 46802

TEMPLATE

West Wall: ~10' (H) x ~100' (W)
North Wall: ~10' (H) x 10' (W)

