

Within the City of Modesto

“Intersection of Art” Crosswalk beautification Project

This public art mural program celebrates local artwork and encourages local artists to share their creativity at the intersections of 10th & I and 11th & I. Vibrant artwork helps deter unsightly graffiti and creates pleasant spaces for residents and visitors alike. We invite artists to participate in this unique program designed to transform common crosswalks into works of art, which will add beauty to the Modesto Downtown streetscape for years to come.

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ARTIST PARTICIPANT APPLICATION GUIDELINES

To participate in this activity, submit the materials listed below to the Leadership Modesto Class. A Crosswalk template is attached at the end of this guide:

1. A completed application.
2. An artist biography of up to 200 words.
3. A black and white drawing. Black for the asphalt and white for the thermoplastic. Artwork submitted must be an accurate depiction of your painting.

Submit materials by mail or in person.

For Mail or Drop Off:

Modesto Chamber of Commerce
Attn: “Intersection of Art” Crosswalk beautification Project
1114 J Street
Modesto, CA 95354

For questions, contact:

Leadership Modesto
(209) 480-0672 or (209) 535-3347
Lemoclassof2017@gmail.com

Once your artwork is reviewed, you will receive a letter notifying you if it was accepted.

Guidelines

- Artwork will need to be performing art themed and take into account the striping equipment limitation. Details cannot be intricate.
- The City contractors will complete work; instructions are provided upon selection.
- Artists may enlist assistants.
- All artists and assistants must complete a release of liability form.
- Artist will be required to work with chosen contractor to make adjustments to original drawing to comply with equipment limitation.

An Addendum will be forthcoming

DEADLINE TO ENTER: January 3, 2017

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APPLICATION GUIDELINES

Eligibility

- ◆ The first round of entries are due by January 3, 2017 delivered by mail or in person by COB and interviews conducted the week of January 9th.
- ◆ Entrants must be Stanislaus County
- ◆ All entries must be the original design and artwork of the entrant(s).
- ◆ To be awarded, each entry must be sent with a completed official entry form upon submission, and a release of liability form once awarded.
- ◆ Entries and all forms must be submitted together as a single package.
- ◆ Please do not permanently secure forms to artwork.
- ◆ Project is to be completed in April.

Medium & Specifications

- ◆ Each of the crosswalk designs must be represented by one sheet of paper 8.5” x 11”.
- ◆ Artwork will be installed in a public place and must be suitable for viewing by all ages.
- ◆ Submissions may be hand drawn or computer generated.
- ◆ Each sheet must be labeled on the back (Label with Street numbers, your name, and artwork title)
- ◆ Entries that use a copyrighted or trademarked image will not be accepted.
- ◆ Entries must not be plagiarized, stolen, or copied from any other source. Entries must not defame or invade the rights of any person living or dead.
- ◆ Entries not adhering to these guidelines will not be considered.

- ◆ Important: Artwork should easily translate to a two tone medium.

Judging

- ◆ A panel of judges consisting of Leadership Modesto members will evaluate entries based on composition and originality. Judging will take place regularly as submissions are received. Up to 100 applications will be accepted and judged during the program’s first phase. Accepted applications will be officially confirmed by February 1, 2017.

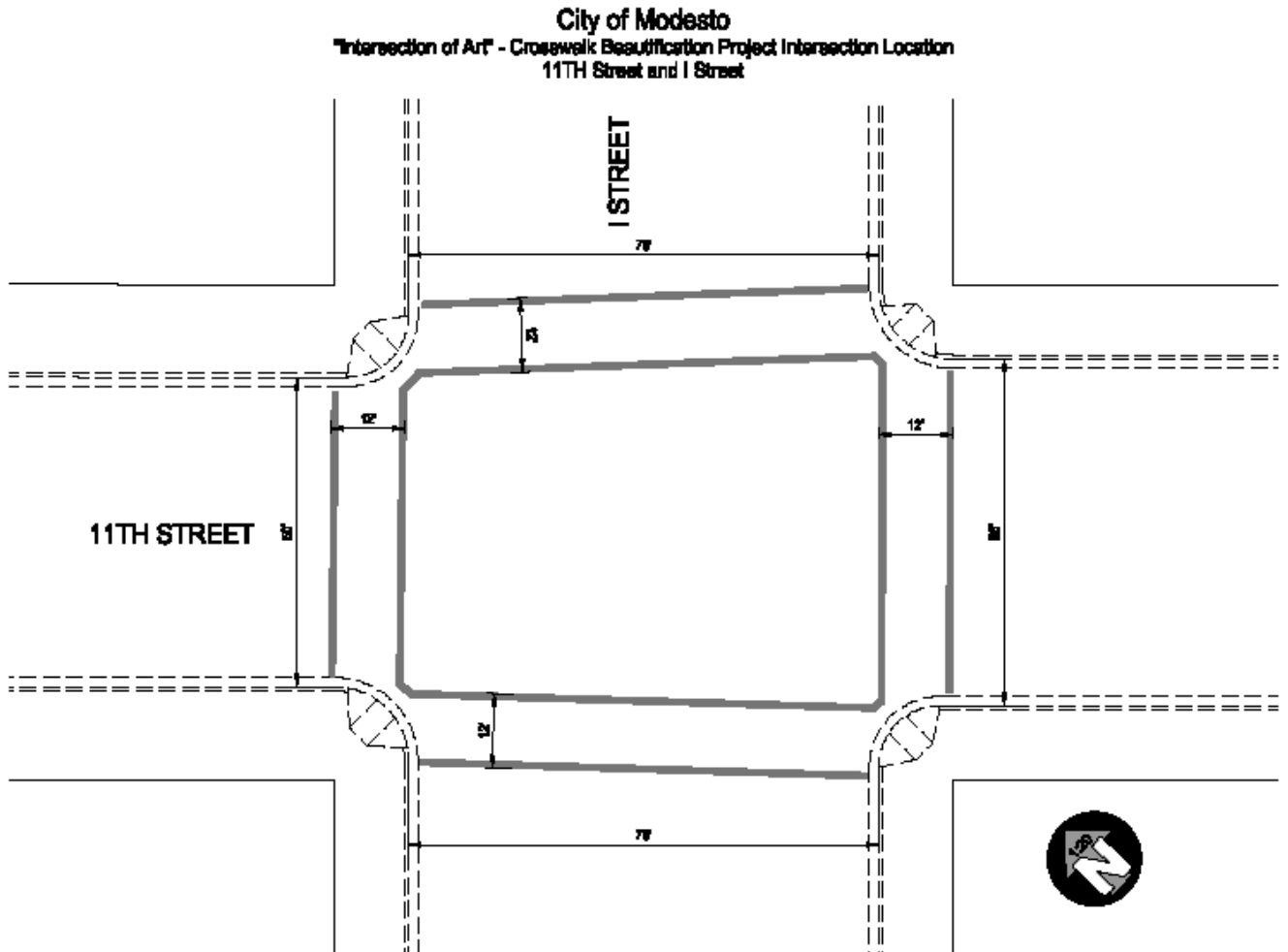
Awards

- ◆ Artist recognition via your signature on the crosswalk (no larger than 3”x5”).
- ◆ Detailed inclusion of the artist(s) name, artwork title, and photo of the artwork *may be* featured on the City of Modesto website, cable channel and other promotional materials. Artists will receive an award certificate recognizing their work. Please note: no monetary compensation is offered at this time to any artist or their assistants related to this project. There is no guarantee of any monetary payment.
- ◆ The Leadership Modesto Class is the final decision making body.

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DESIGN TEMPLATE SAMPLE

The top box will represent the intersection of 11th & I. Please, incorporate all four crosswalks into your design. The 2nd box will represent the intersection of 10th & I. Only incorporate the East, West, and South crosswalks into your drawings.



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City of Modesto
"Intersection of Art" - Crosswalk Beautification Project Intersection Location
10TH Street and I Street

