



WR United – Art Fresco Public Art Project

Call for Artists

Art Fresco – Public Art Project

Waterloo Regional Tourism Marketing Corporation (WRTMC) is presenting *Art Fresco* a whimsical tour of a series of unique picnic tables transformed through the creativity of talented artisans. Art Fresco picnic tables will be displayed in prominent locations throughout Waterloo Region over the summer and temperate autumn season culminating in an art auction to offset WR United program costs.

Call for Artists

Explore Waterloo Region is looking for artists to bring these outdoor dining tables to life!

Submission Criteria

Submission criteria and considerations for the Art Fresco – Public Art Project – Call for Artists are as follows:

[Submissions must be completed online](#) and include the following information in order to be considered:

- A completed online registration form, including registrant details (individuals only, no groups due to social distancing restrictions in place due to COVID-19)
- A mood board or concept sketch (table artwork has been provided on the last page of this document for your convenience)
- Artist Concept Statement: your vision for the concept and a description of how the proposed artwork addresses the project theme (a celebration of Waterloo Region).
- A short overview of why you would like to be a part of the project
- An Artist background summary which could include a biography, educational background, exhibition record (if applicable) or simply a description of your history as an artist.
- A maximum of three high resolution images of representative work completed within the last 2 years.

Images should be uploaded along with the registration form. By submitting an entry, each entrant agrees to the criteria and warrants that his or her entry complies with the requirements set out in the criteria. **Submissions will be received up to and including: Wednesday, June 24, 2020 at 11:59 pm EST. Online submissions only. No hard copy or late submissions to be accepted.**

Eligibility

Consideration for this program is open to all Artists. Artists must commit to completing their artwork on the tables at the designated painting venue during the dates specified in the Process & Timing portion of this document.

Artist Selection

Final selection of artists for the Art Fresco – Public Art Project will be at the discretion of the Selection Committee. The Selection Committee is comprised of volunteer members of the local community, artists and arts professionals. WRTMC staff and consultants participate as non-voting members and function in an advisory capacity. The identity of the committee members is kept confidential until tables reach their destinations and an announcement is made.

Selected artists will each receive a \$350 honorarium per table designed. Artist's concept proposals will be evaluated, in part, on how successfully they address the overall theme: a celebration of Waterloo Region.



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Call for Artists

Copyright

By making a submission to this call, the Artist guarantees that any designs, concepts and materials submitted are their own original creations and do not infringe upon the copyright of any other individual or group. Copyright of the design is retained by the Artist, but Artist permits images of their work to be used for purposes of promoting this call, the WR United – Public Art Program or Waterloo Region in general in print materials, on social media (Instagram, Twitter, Facebook, Linked In) and on our website with proper credit.

Multiple Submissions

An Artist may make multiple submissions to this call.

Reserved Rights and Privileges of WRTMC

WRTMC reserves the right to not select any Artist and to cancel or re-issue the call at any time.

Materials

- **Painting:** Paint products will be provided to the artists. Type of paint to be determined based on adhesion, permanence and durability.
- **Clear-coat/Sealing:** Once completed by the artist and allowed to dry/cure, the tables will be clear-coated for weather and marring resistance.

Process & Timing:

- **Monday, June 1:** Call for Artists is issued
- **Friday, June 19:** Deadline for artist submissions is 5pm.
- **June 25 - 30:** Artist Notifications
- Artists **MUST** commit to completing their artwork on the tables during these dates and hours at the painting venue (set up per social distancing standards). Tables cannot be removed from the site.

Location: Large facility within Waterloo Region to be confirmed.

Dates: Artists may access their table during the venue's operating hours between June 29 - July 10.

[Click here to register now for the Art Fresco – Public Art Picnic Table Project Call for Artists.](#)



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Artist Submission

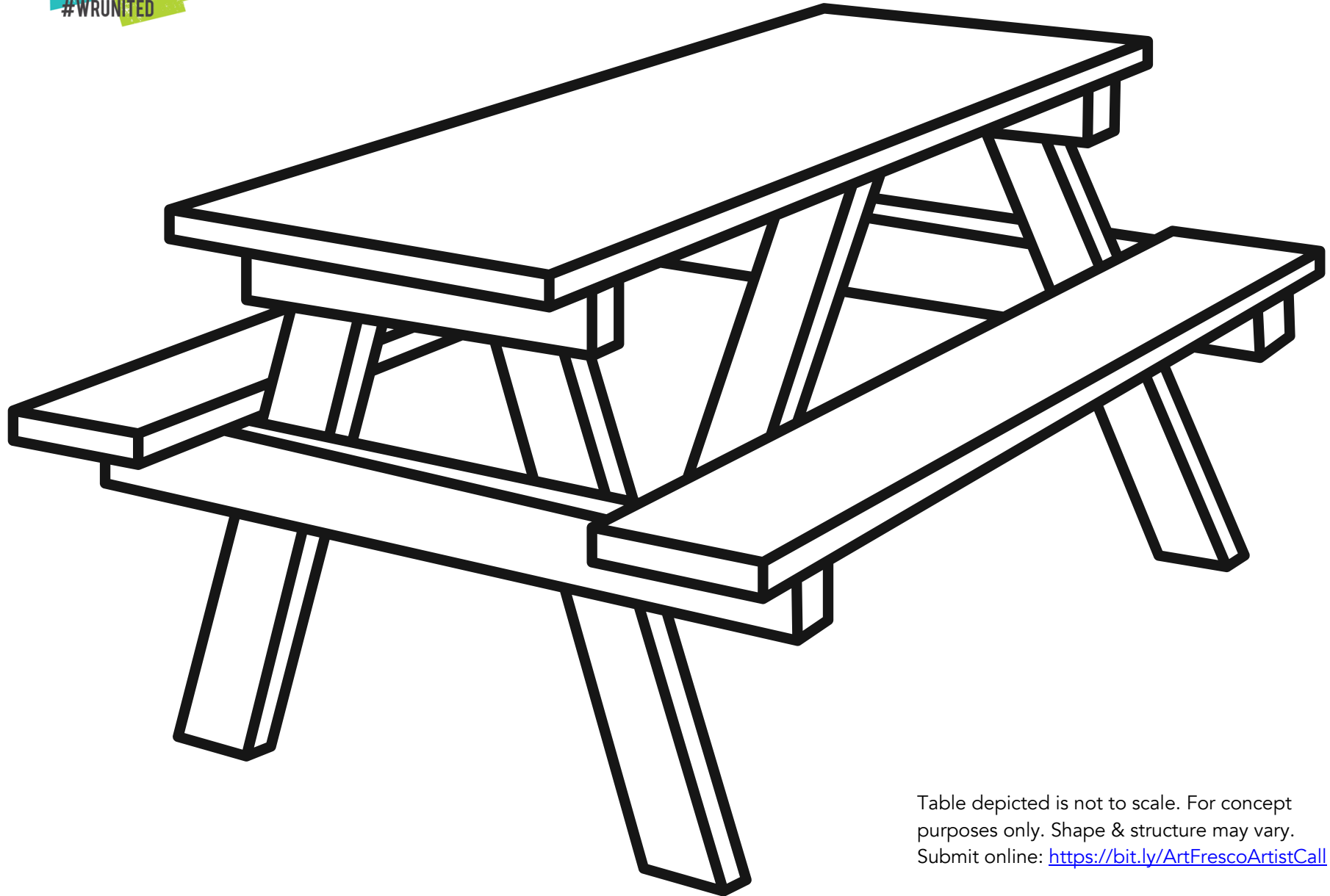


Table depicted is not to scale. For concept purposes only. Shape & structure may vary.
Submit online: <https://bit.ly/ArtFrescoArtistCall>

NAME: _____ EMAIL: _____ PHONE: _____