



CALL FOR ENTRIES: ARTWORK FOR LAMPPOST BANNERS IN DOWNTOWN JOHNSON CITY, TENNESSEE

The Public Art Committee of Johnson City, TN is seeking artwork from artists or art teams to be printed on weatherproof banner material and installed on the lampposts in Founders Park in downtown Johnson City. Banners will be on display from April 2, 2021 to March 31, 2022.

ELIGIBILITY: This opportunity is open to artists of all ages. Entrants must reside within a 100 mile radius of downtown Johnson City. There are three categories for entrants – (1) Youth: Under 14 Years of Age (2) Aspiring Artists: 14 to 20 Years of Age (3) Professional Artists. One category must be selected at the time of entry. Refer to the Selection Criteria listed below for additional requirements.

DEADLINE: February 22, 2021 by 11:59 p.m.

QUESTIONS: Cheyenne Kumbhare ckumbhare@johnsoncitytn.org 423-975-2706

PROJECT DESCRIPTION:

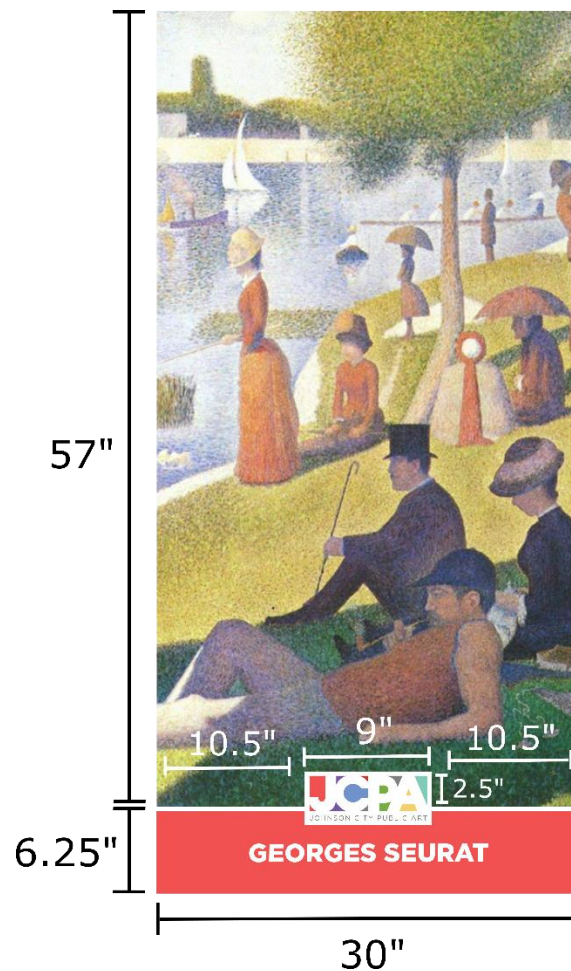
In order to showcase the many talented local artists living in and around the Johnson City area, we will be selecting artwork to be printed on weatherproof banners. The banners will be installed in Founders Park from April 1, 2021 to March 31, 2022.

Entries may depict any type of media. We plan to feature a wide variety of artistic practice (painting, sculpture, printmaking, pottery, photography, glass, jewelry, metal work, fiber art, etc.). An individual artist may submit up to 3 images for consideration. A group may submit up to 3 images of artwork that the group members have produced collectively under one collective name. Submitted artwork must have been produced in the last 5 years.

BANNER LAYOUT

Total banner dimensions are 30"w x 63.25"h. Each banner will include a 6.25"h banding at the bottom which includes the artist's name and the Johnson City Public Art logo, bringing the total dimensions for the artwork to **30"w x 57"h**. The Johnson City Public Art Logo will be included in the banding and will overlap the artwork at the bottom by 2.5". Please refer to the example layout shown below.

Submitted work that does not conform to the 30"w x 57"h artwork dimensions will be cropped and retouched as necessary to suit the banner format and ratio. These alterations, if required, will be made with attention to legibility, best impact, and aesthetics.



Please note: Banding colors will vary.

IMAGE REQUIREMENTS:

The image or images submitted for entry do not have to be in a high resolution format, but if your artwork is selected for the exhibition you will be required to provide a print

quality image (at least 300 dpi). While your artwork does not have to conform to the 30"w x 57"h dimensions of the banner, if it does not fit these dimensions it will be cropped/adjusted as needed to fit the banner dimensions. If photos do not meet specifications required for a quality print, they must be resubmitted.

Bold, legible artwork that reads well from a distance and from below is preferred. Images should have good sharpness and contrast.

Guidelines for photographing physical artworks are as follows:

- **Take photo with the highest quality camera you have available and at the highest resolution possible**
- **Photograph the artwork as straight on as possible (do not angle the camera)**
- **If possible, set camera on a tripod or other stable object and use the timer function on the camera to take the photo (this will decrease the likelihood of shaking and producing a blurred image)**
- **Do not compress the photo when submitting**
- **Ensure that there is no glare present in the photograph**

PROMOTION:

Promotions will be scheduled throughout the banner display period and may include the following: a webpage on jcpublicart.com highlighting each banner and artist, email blasts, social media posts on the Johnson City Public Art Facebook and Instagram pages, featured articles in The Johnson City Press, and coverage on local new stations. Photos of the artwork and bios of featured artists may be included as part of these promotions.

LEGAL INFORMATION:

The Johnson City Public Art Committee and City of Johnson City staff reserve the right to crop/adjust the entrant's digital file as needed to suit the banner format and dimensions. As the Johnson City Public Art Committee will cover the cost of production of the banners, they own the rights to the banner layouts but not the artwork itself. The artist shall retain all rights to the artwork under the Copyright Act, 17 U.S.C. & 101, et seq. The artist authorizes the Johnson City Public Art Committee and the City of Johnson City to make, and to authorize the making of, photographs, banners, or other 2-dimensional reproductions of the artwork for education, public relations, arts, promotional and other purposes.

When submitting artwork, the entrant acknowledges that the Johnson City Public Art Committee may use the selected artwork for the purposes of advertising the exhibition. This may also require alteration of the work through cropping, sizing, angling, etc. as

suitable for the layout of the promotional materials. The entrant grants the Johnson City Public Art Committee full rights and unlimited use of his/her submitted image(s) in the banner layouts and for promotional purposes in both print and digital format.

By entering artwork for consideration, the entrant agrees to all the terms described herein and gives permission for his/her artwork to be displayed in the exhibition for its duration (April 1, 2021 – March 31, 2022). The City of Johnson City reserves the right, at its discretion and without cause, to terminate the lamppost banners or any portion of the banners as it deems necessary. Artists shall receive no compensation for selection or exhibition of artwork.

SELECTION CRITERIA:

The Banner Selection Committee will review all entries and will select artwork to be included in the exhibition. Their selections will be based on the following criteria:

- **Artistic merit**
- **Quality of proposed banner artwork(s) and its/their digital image(s)**
 - Artwork designs may not be used for advertisement or to promote a business, product or viewpoint.
 - Artwork designs may not include any breach of intellectual property, trademarks, brands, or images of illegal activity.
- **The use of content appropriate for all audiences**
- **Readability**
 - Artworks should be readable from a distance as the banners will be attached to the upper portion of the lampposts (they will not be viewed at close range).

SUBMISSION GUIDELINES:

Submit a digital packet using the online form at <https://jcpublicart.com/banner-exhibition>.

Submissions shall include the following:

- **Brief artist bio (1 page maximum)**
- **Artwork description (a typed statement briefly describing the artwork(s) submitted – 1 page maximum)**
 - List the year of completion for the artwork(s) in your description(s).
 - If you are entering multiple images, please include a thumbnail image next to each written description for the artwork.
- **Image(s) of artwork (up to 3 images may be submitted)**
 - All artwork must be submitted in a digital format. Acceptable file extensions are jpg and png. Please refer to the photography requirements above if photographing a physical 2 or 3-dimensional work.

- Artwork does **not** have to conform to the banner dimensions (30"w x 57"h), but artwork that does not fit this ratio will be subject to cropping and alteration as needed to suit the banner format.

SELECTED ARTWORK:

If your artwork is selected for the exhibition, you will be asked to provide the following:

- **Your full name as you would like it to appear on the banner**
- **Title of the artwork**
- **Medium used**
- **A print quality image file of the artwork (if the image submitted at the time of entry did not meet the necessary requirements)**

PROJECT SCHEDULE:

Deadline for Entries: February 22, 2021

Notification of Finalists: March 12, 2021

Banner Installations: April 2, 2021