

Pumpkinfest Avenue Art Application

October 2, 3 & 4 - 2014



The Zeeland Pumpkinfest is a celebration of community, family, and fun fall activities! 2014 marks the 30th year for Pumpkinfest and it takes place October 2, 3, & 4. This year the 2014 Pumpkinfest theme is "Pumpkinfest Pride...Celebrating 30 Years". The three-day event will feature a number of free and low-cost events that can be enjoyed by all ages. Pumpkinfest is partnering with Holland Area Arts Council to bring a community art centered project known as *Pumpkinfest Avenue Art*. We invite you to join in the celebration by participating with *Pumpkinfest Avenue Art* to express your creative talents! Anyone can participate! Professional artists, families, church groups, schools and the like are welcome.

Overview:

- "Time" is this year's Avenue Art theme. You can use the theme of time in any creative way.
- The Avenue Art will be displayed throughout downtown Zeeland during Pumpkinfest 2014.
- Artist will be provided with a structure on which to build their creative interpretation of the theme.
- The structure is made of aluminum and is approximately 6 feet tall and will be returned to Pumpkinfest after the event. Therefore, all art must be removable. (See attached image)
- Each accepted artist will receive a \$50 stipend to assist with supplies for their work of art.
- Artist is responsible for creating, delivering, setting up, maintaining the Avenue Art within dates provided below.
- Awards will be provided for 1st, 2nd, 3rd place to be judged by Holland Area Arts Council representative and will be based on originality, creativity, use of medium, incorporation of theme and unique design.

How to apply and important dates:

- Fill out below form outlining your proposal for a creative work of art.
- Attached a drawing of your design. (Don't forget to keep a copy for yourself.)
- Important deadlines:
 - August 8 Artist proposals due
(Mail to: Holland Area Arts Council 150 E. 8th St. Holland MI 49423 or email to: mary@hollandarts.org)
 - August 18 Artists notified if accepted/ declined via email
 - August 21 Structure available for pick up
 - September 25 Avenue Art completed and delivered to downtown Zeeland by Artist.
 - October 2 1st, 2nd, 3rd place winners announced at 4pm
 - October 2-4 Pumpkinfest celebration
 - October 5-7 Avenue Art taken down and bare structures delivered to Pumpkinfest warehouse

Guidelines:

1. Artist(s) understand that their time and talent are volunteered. Each artist (or group of artists) will be given \$50 toward the cost of supplies for decorating.
2. The structure will be supplied ready to decorate.
3. The content displayed on each structure must remain neutral: no controversial material (nothing obscene or violent), no political or religious material, no logos or direct advertising. Use your creativity!
4. The Avenue Art committee retains full discretion to determine whether the artwork meets the standards set forth above.
5. Artists are fully responsible for repairing or replacing any elements of their work if it is damaged while in place.
6. Additional guidelines may be presented as the project progresses.

Application Form:

Individual/Organization Name: _____

Contact Name (if different from above): _____

Title of Work: _____

Brief explanation of design idea: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Signature/Date: _____

(If under the age of 16 parents signature required)

Be sure you have provided the following items. No application will be accepted without full completion of this form.

- Completed entire application form
- Copy of completed design attached (don't forget to keep a copy for yourself)
- Mail to: Holland Area Arts Council 150 E. 8th St. Holland MI 49423 or email to: mary@hollandarts.org

For questions please contact the Holland Area Arts Council at 616.396.3278 or email Mary at mary@hollandarts.org.

