



**YOU
BELONG
HERE**

2020 FALL ART SHOP PROJECT

URBAN ART APPRECIATION

JBRIGGS@VESTAR.COM / JBRESLIN@VESTAR.COM / SUBMISSION DEADLINE: AUGUST 26



THE GATEWAY'S
Art Shop Project
has a solitary mission: to
bring vibrancy and life to
otherwise unused spaces.

And we want to showcase your artwork.

Join us in livening up the downtown Salt
Lake City scene by submitting your
unique and interesting installation ideas.
We have about a dozen windows to fill
and inspire visitors and locals alike.

Your work, along with your name and
project description, will be on temporary
display for during the Urban Arts Festival
and through September. It's an exciting
opportunity that we are thrilled to share
with our local artists.

(So what do I have to do?) >

Artwork by Moey Nelson

WHAT WE'RE LOOKING FOR:

We want some unique, creative window designs for our vacant storefronts. This season's theme is "Urban Art Appreciation". Your interpretation can live in all different mediums (window paint, plastic or sculptures, interactive displays, stencil art, paper installations) we are encouraging artists to submit installations that are bright and bold, drawing inspiration from street artists and urban landscapes. We're interested in seeing innovative design with a nod to **bold street artists** with a funky or unexpected twist. We encourage the use of color and texture to bring the window to life as if it's part of our city landscape. We've included some images on the following pages to get your artistic juices flowing.

SOME FINER DETAILS:

The duration of the installation will be through October. Please submit an application to jbriggs@vestar.com and jbreslin@vestar.com no later than August 26th. Please title your subject line "2020 FALL ART SHOP PROJECT SUBMISSION." Selected artists will be notified by AUG 28th and must be completed on or before SEPT 11th. Artworks will be highlighted during the September Art Stroll happening September 18. If you're able to complete it earlier, it will be up during the Urban Arts Elements 9/5-6. Timelines are strict.

Your artworks will be indoors, locked up and kept safe. We will highlight and promote you, the artist, and anything else you see fit alongside your work. Website, concept, how to contact you, etc. You're the star. We're the blank canvas.

BUDGET: We will award \$500 for each selected artwork!

HOW WILL IT WORK? Upon landing on the appropriate storefront location for your idea, we'll essentially give you the keys and the control. We'll give you power and lighting and freedom to do your thing... however and whenever you like to work.

WHAT TO SEND: Please create a 3-5 page PDF of the following:

- Moodboard for your idea/concept (if it's work that you have already created, please send samples of that)
- materials
- any other considerations for installation
- Timeline: start to completion
- Any previous experience
- Social media handles
- Summary of your art and concept (along with reasons for interest in this project)

Don't stress, we're not looking for a doctoral thesis. Just hit us with your idea for something big, something cool, something that will brighten up the streets of Salt Lake City.

STENCIL

BOLD

COLOR

CULTURE

3-D

PLAYFUL

INSPIRE

PEOPLE

CELEBRATE

DANCE

DIVERSE

TRANSFORM

FUN

UNEXPECTED

**NOW FOR SOME
INSPIRATION...**





