

THE
GATEWAY

ART SHOP PROJECT

ILLUMINATE: WINTER MAGIC

JBRIGGS@VESTAR.COM / JBRESLIN@VESTAR.COM / SUBMISSION DEADLINE: OCTOBER 15



#artshopproject

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 our visitors and locals alike.

Your work, along with your name and artist statement will be on temporary display during Illuminate Festival and through the holiday light display at The Gateway. It's an exciting opportunity that we are thrilled to share with our local artists.

(So what do I have to do?) >

Artwork by Cara Krebs

WHAT WE'RE LOOKING FOR:

We want some unique, creative window designs for our vacant storefronts. **This season's theme is "Illuminate: Winter Magic."** Your interpretation can live in all different mediums (window paint, plastic or recycled sculptures, interactive displays, projection, traditional art, paper installations) but must include some element of lighting, 3D and reflect the approaching winter season BUT with a touch of "magic." Stars shining on snow capped peaks, bright white snow falling, whatever inspires you and brings a touch of magic to the season.

We're interested in seeing innovative design with a spin on traditional window display design. We want to showcase creativity and shine a light on your work (literally). 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 the autumn and winter season. Please submit an application to jbriggs@vestar.com and jbreslin@vestar.com no later than **October 15th**. Please title your subject line "ILLUMINATE ART SHOP PROJECT SUBMISSION." Selected artists will be notified by Oct. 20th and must be completed on or before NOVEMBER 11th. Artworks will be highlighted during the Illuminate Festival happening November 13th - November 28th. 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, and the opportunity to open up your space every third Friday of the month during Salt Lake City's Gallery Stroll and showcase your installation and any additional art pieces. 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 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 bring a magic touch to the streets of Salt Lake City.

LIGHT
COLOR
TEXTURE
STYLE
BRIGHT
PLASTIC
METAL
PAPER
FABRIC
STRING
WOOD

**NOW FOR SOME
INSPIRATION...**



