

01



ART SHOP PROJECT

ILLUMINATE: A WINTER DREAM

JBRIGGS@VESTAR.COM/JBRESLIN@VESTAR.COM/ **SUBMISSION DEADLINE: OCTOBER 25**





THE GATEWAY'S ART SHOP PROJECT

BRINGING VIBRANCY AND LIFE TO OTHERWISE UNUSED SPACES

Submit your unique and interesting installation ideas and help us as we inspire our visitors and locals alike with a peek inside your dreamy world.

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

(So what do I have to do?)



What We're Looking For:

We want unique, creative window designs for our vacant storefronts. This season's theme is "Illuminate A Winter Dream." 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, must be 3D and reflect the approaching winter season infusing a dreamlike quality into the design. Unexpected colors on woodland creatures, large oversized displays, features that appear unreal but for the time when they live within our dreams.

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 winter season. Please submit an application to jbriggs@vestar.com and jbreslin@vestar.com no later than October 25th. Please title your subject line "ILLUMINATE ART SHOP PROJECT SUBMISSION." Selected artists will be notified by Oct. 25nd and must be completed on or before NOVEMBER 10th. Artworks will be highlighted during the Illuminate Festival happening November 12th - November 13th and throughout the holiday season lighting. 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 table in 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

How Will It Work?

What To Send

We will award \$500 for each selected artwork!

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.

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 dreamy vibe to the streets of Salt Lake City.



COLOR

TEXTURE

WHIMSY

SPARKLE

PAPER

FABRIC

METAL

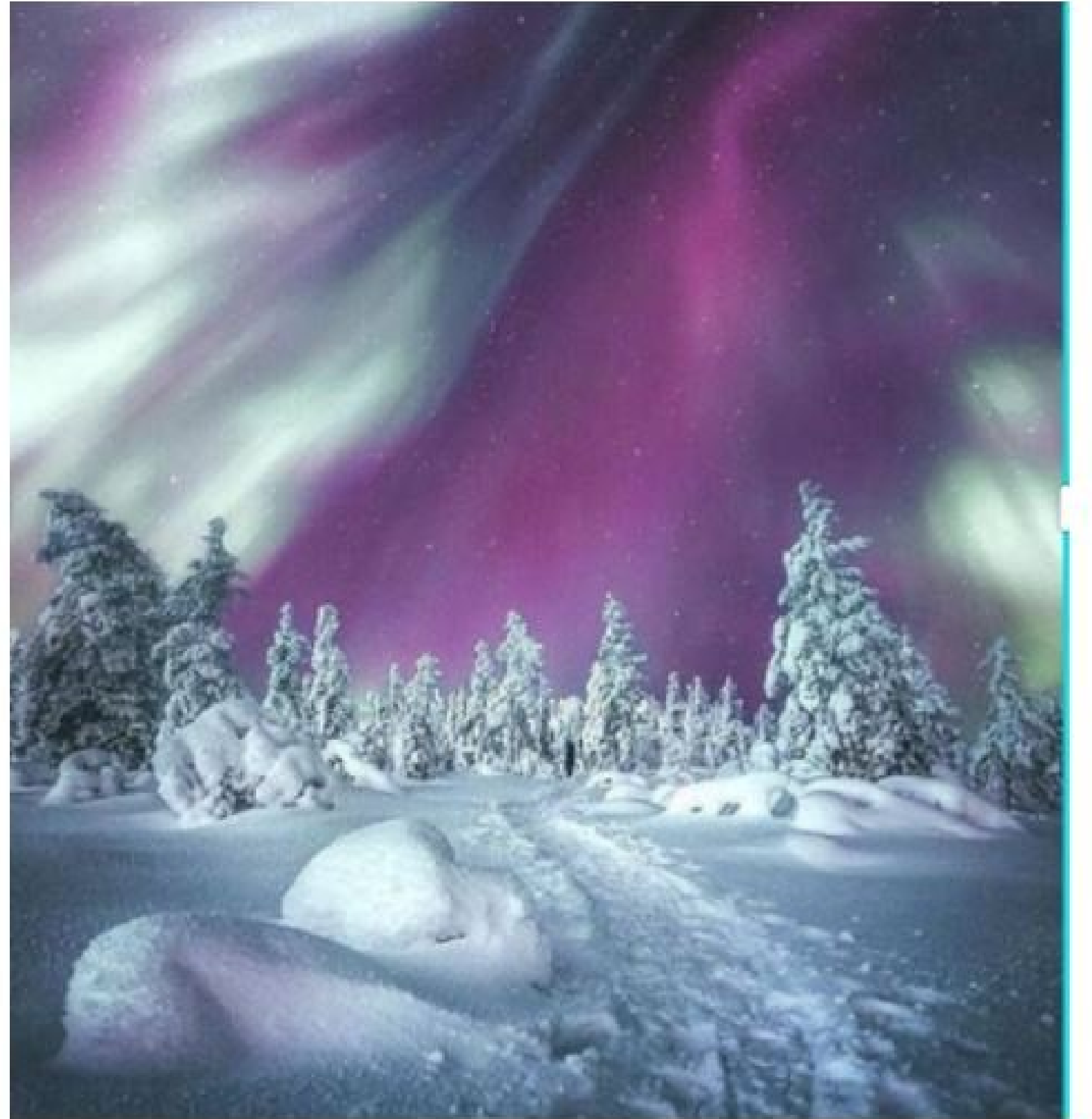
FANTASY

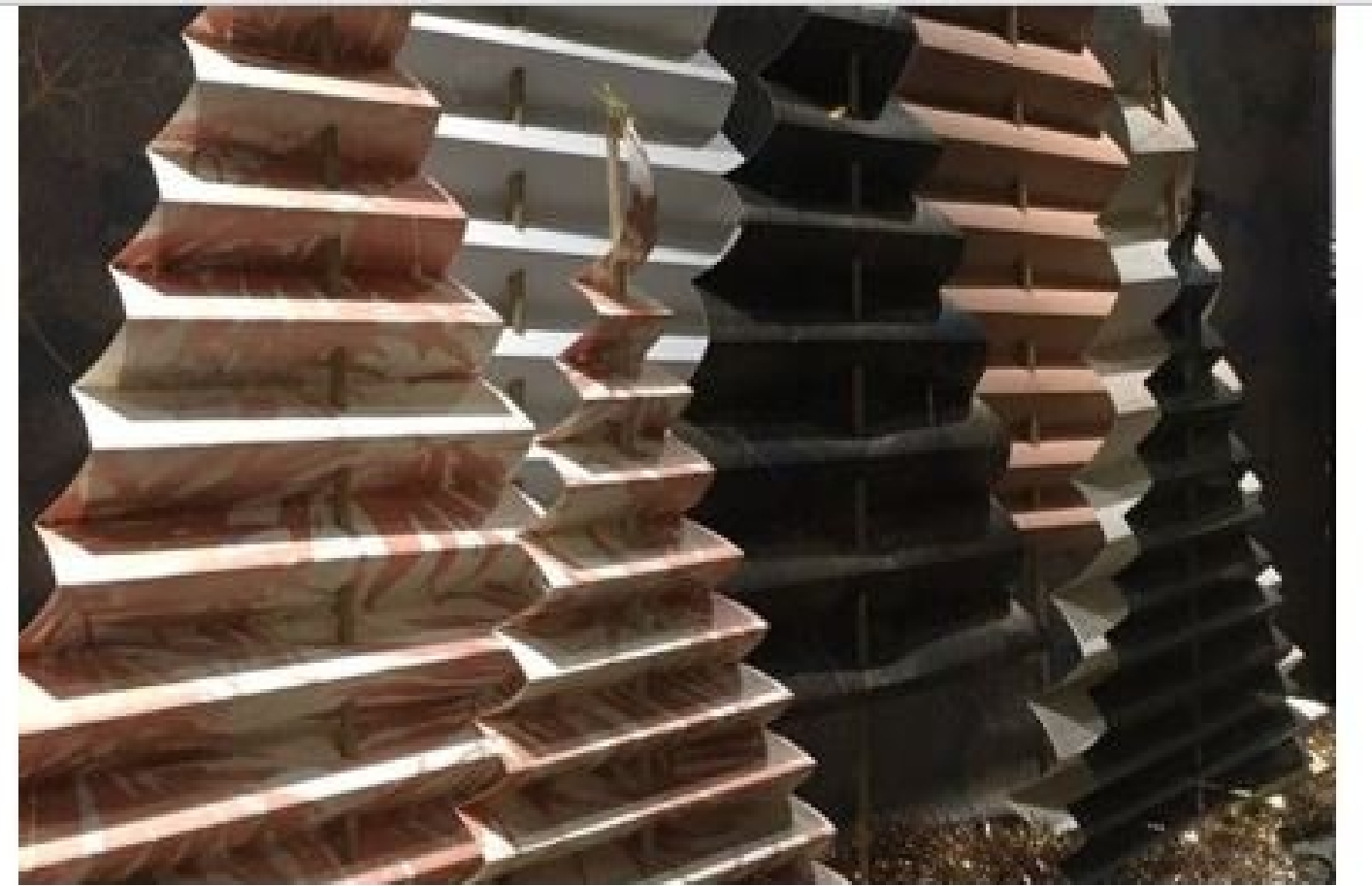
GLOW

LAYERS

Now For Some Inspiration...







2021 Art Shop

Email Address

jbriggs@vestar.com,
jbreslin@vestar.com

DEADLINE FOR SUBMISSIONS

October 25, 2021

Completed by November 11th