

THE  
GATEWAY

# ART SHOP PROJECT WINTER HUES

Deck the windows at The Gateway this Fall/Winter season with all things vibrant, neon, and sparkling!

EMAIL [JBRESLIN@VESTAR.COM](mailto:JBRESLIN@VESTAR.COM) & [KMC FARLANE@VESTAR.COM](mailto:KMC FARLANE@VESTAR.COM) TO APPLY  
SUBMISSION DEADLINE: OCTOBER 10, 2024

# 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 bright world.

Your work, along with your name and artist statement will be on temporary display during the 2024/2025 winter season at The Gateway. This is an exciting opportunity that we are thrilled to share with our local artists.



# WHAT WE'RE LOOKING FOR:

We want unique window designs for some of our storefronts. This season's Theme is “Winter Hues”. Your interpretation can live in all different mediums (window paint, plastic or recycled sculptures, interactive displays, projection, traditional art, paper installations) but must include elements of color, lighting and must be 3D, with a winter season theme.

Shine, neon, sparkle, and reflection elements are a plus!

We're interested in seeing innovative designs with a spin on traditional window displays. We want to showcase creativity and make your work radiate with color. 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 fall and winter season. Please submit an application to [jbreslin@vestar.com](mailto:jbreslin@vestar.com) and [kmcfarlane@vestar.com](mailto:kmcfarlane@vestar.com) no later than October 10th. Please title the subject line "Art Shop Project 2024/2025-SUBMISSION." **Label your attachment with your name (first and last).**

Selected artists will be notified by October 14th and the project must be completed on or before November 13th. Artworks will be highlighted at each Art Stroll on November 15th, December 6th, January 17th, and February 21st from 6p.m. to 9p.m. **You must be able to participate in 3 art strolls this season.**

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. Include your website, concept, how to contact you, etc. You're the star. We're the blank canvas.

## BUDGET:

We will award \$500 to each selected artist!

## 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:**

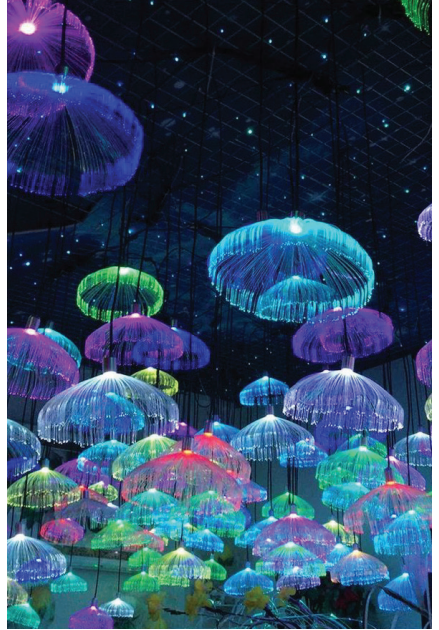
- Moodboard for your idea/concepts (if it's work that you have already created, please send samples of that) – materials, 3D elements & any other considerations for the installation process
- Summary of your art and concept. How does it fit the theme?
  - Colorful, vibrant, light, shine, sparkle?
  - Include these, along with reasons for your interest in this project.
- Please include the dates you will be able to attend for the upcoming Art Strolls.
  - (Nov. 15, Dec 6th, Jan 17th, Feb 21st from 6pm-9pm)
- Timeline: Start to completion.
- Any previous experience.
- Social media handles and/or website.

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 radiate with color on the streets of Salt Lake City during the winter season.

**NOW FOR SOME  
INSPIRATION ...**

**COLOR  
LIGHT  
NEON  
SHINE  
TEXTURE  
WHIMSY  
METAL  
VIBRANT  
LAYERS  
GLASS**









# 2024/2025 ART SHOP

**DEADLINE FOR SUBMISSIONS**

OCTOBER 10TH, 2024

**INSTALLATIONS COMPLETED BY**

NOVEMBER 13TH, 2024

**[JBRESLIN@VESTAR.COM](mailto:JBRESLIN@VESTAR.COM) & [KENZIEMCFARLANE@VESTAR.COM](mailto:KENZIEMCFARLANE@VESTAR.COM)**

