

THE
GATEWAY

CHROMATIC PALETTES

ART SHOP PROJECT

EMAIL JBRESLIN@VESTAR.COM TO APPLY

APPLICATIONS DUE: 03/10/2025

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 2025 spring & summer seasons 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 "Chromatic Palettes". Your interpretation can live in all different mediums (window paint, plastic or recycled sculptures, interactive displays, projection, traditional art, paper installations), must include a minimum of 5 colors, must be 3D, and have a fun, spring/summer theme.

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 spring and summer season. Please submit an application to jbreslin@vestar.com no later than March 10th. Please title the subject line “Art Shop Project Spring 25 SUBMISSION.” Label your attachment with your name (first and last).

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. Be sure to include your website, social media handles, etc. You’re the star. We’re the blank canvas.

Selected artists will be notified by March 14th and the project must be completed before April 11th. Artworks will be highlighted monthly during SLC Gallery Stroll, where you have an opportunity to open your space and showcase/sell your work. Art Strolls will be held on April 18th, May 16th, June 20th, July 18th, August 15th, and September 19th from 6p.m. to 9p.m.

*You must be able to participate in four Art Strolls this season.

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 freedom to do your thing... however and whenever you like to work.

WHAT TO SEND:

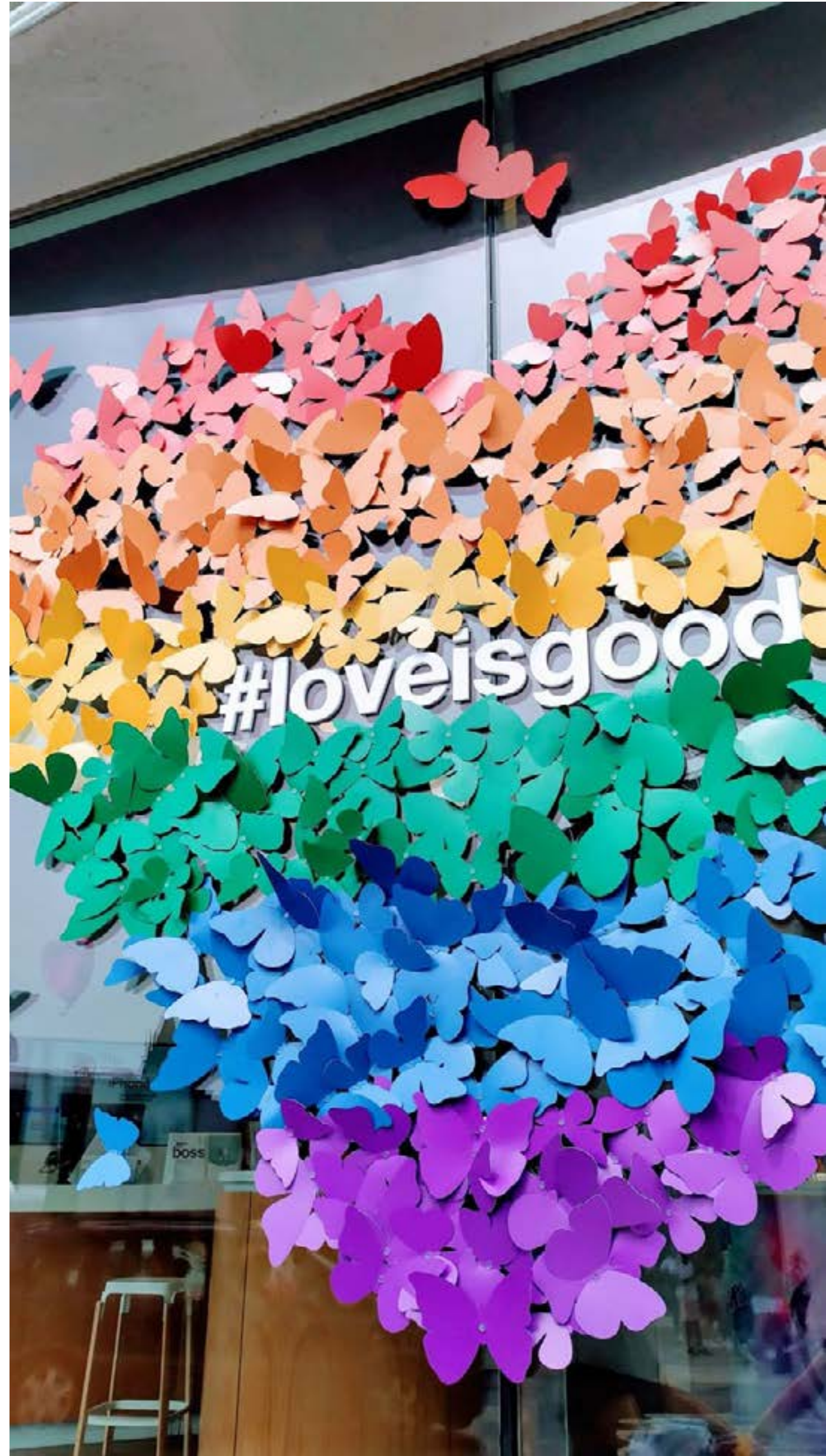
PLEASE CREATE A 3-5 PAGE PDF OF THE FOLLOWING:

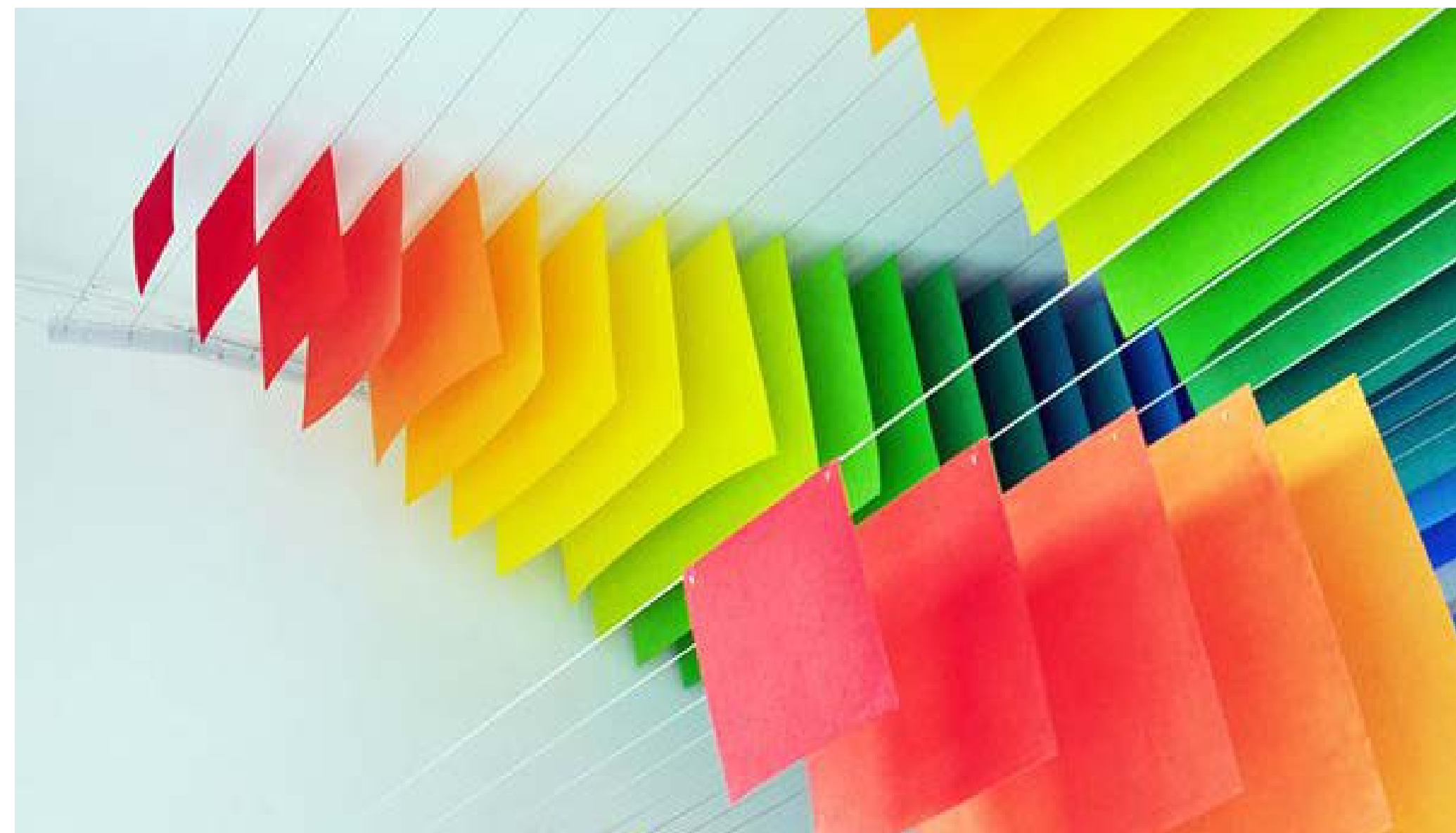
- Moodboard for your idea/concepts (if it's work that you have already created, please send samples of that) - materials, 3D elements and any other considerations for the installation process.
- Detailed summary of your art and concept. How does it fit the theme? What colors will you use? What are your plans for uplighting so your work can be viewed at night? Include these, along with your reasons for your interest in this project.
- Please include the dates you will be able to attend for the upcoming Art Strolls. (April 18th, May 16th, June 20th, July 18th, August 15th, and September 19th from 6p.m. to 9p.m.)
- 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 spring/summer season.

**NOW FOR SOME
INSPIRATION...**

**SPECTRUM
VIBRANT
LAYERS
BRIGHT
TEXTURE
RADIANT
FUN
PRISMATIC
COLORFUL
BOLD**







2025 ART SHOP PROJECT

DEADLINE FOR SUBMISSIONS

MARCH 10TH, 2025

INSTALLATIONS COMPLETED BY

APRIL 11TH, 2025

**EMAIL APPLICATION TO
JBRESLIN@VESTAR.COM**