

CALL TO ARTISTS

Walking Art Tour – University Town Center (Retail Storefront Windows Installation)

General Description and Purpose: The Walking Art Tour will be held at University Town Center (UTC) during October and November 2012 as part of a two-month series of events that includes Yoga Classes, Fitness in the Park, Musical Acts, Children’s events and a Fall Festival. The purpose of these events is to increase traffic and promote culture at UTC and to appeal to everyone who is visiting property, office tenants, students, guests, etc. to help improve the likelihood that it will grow as a destination and a desirable place to live. In order to create the feel of an outdoor gallery experience, all art will be securely displayed inside the interior windows of the retail spaces on the ground floor and be viewed by the public from the walkway outside. The art display will be visible to all those attending the events and to those patronizing the existing restaurants and movie theater.

Promotion: The events series and sales-related initiatives are being promoted via advertisements in local media, a guerilla marketing campaign to approximately 10,000 local residents and businesses, a public relations campaign and a digital/social media campaign.

Work Media: Paintings, Drawings, Prints, Photography, and Sculptures All art must be family-friendly. No profanity or nudity.

Area/Space: The art will be displayed inside the interior windows of the two retail spaces on the ground floor of each building. There is approximately 300 square feet of contiguous window space below Lofts 22 and approximately 300 square feet of contiguous window space below One Independence Plaza.

Work Size: Hanging Minimum: 24” x Maximum 48” / Standing Minimum: 24” x Maximum 60” and maximum 75 lbs.



Entry / Sample Requirements: Please email the following information to the contact listed below.

1. Cover letter describing exhibition proposal.
2. Maximum of ten (10) digital images. Images should be presented in JPEG or PDF format with image size set to 72 dpi resolution, 4x6 to 6x8 image size.
3. Artist resume including biography, educational background, and exhibition record.
4. All submissions are to be emailed to contact listed below.

Timeline: Exhibit will run from October through November 30, 2012.

Entries Due: Entries will be accepted throughout October and November 2012 on a first-come, first-served basis.

Notification of Acceptance to Artist: Artists will be notified of their acceptance by the contact named below.

Accepted Artwork: Accepted art to be delivered to venue by Artist at designated date, time and place. Venue will be responsible for hanging and/or placing art.

Pickup Artwork by: Artists are responsible for picking up their work on December 3, 2012 at designated time and place.

Sponsor Purchase: The sponsor will be purchasing art from each exhibiting artist in an amount not to exceed \$250.

Sales to Public: Artists are responsible for all sales to the public with no fees/commission due to venue or sponsor. Artist's name, contact information and art price will be displayed next to their art.

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