



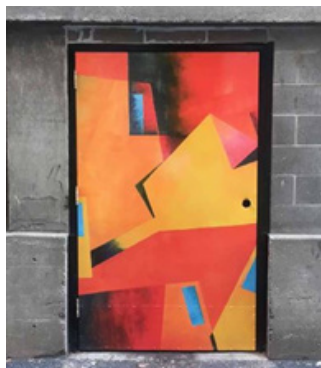
Madison Arts Commission  
P.O. Box 2985  
Madison WI 53701-2985  
Phone: (608) 261-9134  
[www.cityofmadison.com/mac](http://www.cityofmadison.com/mac)



Madison's Central  
Business Improvement District  
122 W Washington Ave #250  
Madison, WI 53703  
[visitdowntownmadison.com](http://visitdowntownmadison.com)

## Door Example

*Before & After*



Louisville Partnership Alley Gallery

**Madison Arts Commission**  
(MAC's) mission is to foster arts appreciation by initiating partnerships, developing new audiences, and sponsoring diverse artistic activities by emerging and established artists and arts organizations while preserving Madison's rich artistic tradition.



## BLINK 2019 - Transforming State Street's Hidden Doors

Downtown Doors is a partnership between the Madison Arts Commission and Madison's Central Business Improvement District to bring an outdoor gallery to State Street and Downtown Madison. Its purpose to re-imagine hidden and secondary doors along State Street and in the Downtown Core area by applying a vinyl decal with art from local artists. There are more than 20 doors along State Street and in Downtown Madison that could qualify for this inaugural project.

## ARTIST Call for Entries

**DEADLINE: 7 AM MARCH 11, 2019**

The Madison Arts Commission (MAC) and Madison's Central Business Improvement District (MCBID) is inviting artists to submit images for the inaugural Downtown Doors BLINK project. Chosen artists will be expected to submit their images in a high resolution digital format upon request (not at time of application). Artists will be paid a \$400 licensing fee for rights to use their image on Downtown Doors and in promotional materials. Artist's name and title of artwork will appear on each door.

This program is intended to highlight, encourage and promote Madison artists by giving them the opportunity to present their artwork publicly.

### Downtown Doors Sponsorship Program

In partnership with Madison's Central Business Improvement District, interested property owners will sponsor up to three doors along State Street and in the Downtown. Participating properties will be matched with the selected artists.

## Selection Process

A selection committee of the Madison Arts Commission and Downtown Coordinating Committee will review applications and will invite top scoring artists to provide high resolution images (for enlargement to at least 3' x 8'). Selected artists will be included in a Catalog of works to be matched with available doors. If matched with a door, artist will receive a licensing fee of \$400 per image (maximum of 3) upon completion of an art release / waiver. Location, layout, and length of artwork installation will be determined by the City of Madison. *MAC has the right to decline all submissions and retract this call for entries for any reason at any time.*

## Promotional Opportunities

Once submitted and accepted for inclusion in the program, images may be used in promotion of the Downtown Doors Program, including but not limited to interactive maps on the MAC and/or MCBID Website, and/or promotional poster/postcard to direct residents, visitors and tourists to the Downtown Doors. The grand Opening will occur on May 1, 2019 and highlighted during the first Madison Night Market.

## How to Submit

All application materials must be received via Dropbox (see info on reverse) by **7 am on March 11, 2019**. Applicants with technical limitations, and for general questions, please contact the Arts Program Administrator [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com).

# Application Submission

Submit the following materials (*NOTE: Use label style shown in italics, replace **JDoe** with your first initial and last name.*)

- A. **Cover letter:** including Artist's Name, home address (not P.O.box), email address, telephone number, as well as a statement of interest and brief description of the artwork. One page maximum – standard type. *A\_Cover\_JDoe.pdf*
- B. **Image list:** including information on title, size, and media of artwork. *B\_imagelist\_JDoe.pdf*
- C. **Work samples:** up to three (3) images per artist will be reviewed. *C\_Worksample1\_JDoe.jpg; C\_Worksample2\_JDoe.jpg, etc.*

## Dropbox

Submit your application materials by uploading files to a folder in Dropbox and then sharing that folder with the Madison Arts Commission.

To do so, use the following steps:

1. Go to [www.dropbox.com](http://www.dropbox.com)
2. If you don't have a Dropbox account, create a free account at [www.dropbox.com](http://www.dropbox.com)
3. Click on the icon of the folder with a green (+), "New folder," at the top of the screen.
4. Title your new folder with your first initial and last name (if applying as individual) or organization.
5. Once this folder has been created, click on it to open it.
6. Click the icon of the paper with a blue arrow, "Upload," at the top of the screen.
7. Click "Choose a file."
8. Select your folder from your computer. Your submission should be 10 MB or smaller. Compress (zip) your folder if needed to meet this requirement.

## Sharing your Dropbox folder with MAC

1. Once you have created your new folder and have uploaded all desired files, return to your Dropbox home page (at the top of the page, click the name Dropbox or the blue box icon next to it).
2. Click on the side navigation tab, "Sharing."
3. Click "New shared folder."
4. Click "Existing folder."
5. Select your folder from the list that appears.
6. Type in [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com) in the invitee field of the next window that appears.
7. Enter your name in the Message field.
8. Uncheck the "Allow members to invite other people" check box.
9. Click "Share folder."
10. If you do not receive acknowledgement from MAC that your grant has been received within 48 hours of submitting via dropbox, please email [Madisonarts@cityofMadison.com](mailto:Madisonarts@cityofMadison.com)

# Guidelines for Art Selection

Members of the Madison Arts Commission and Downtown Coordinating Committee will score and select art to be considered for this program based upon the following considerations:

- The images submitted are your original works, high quality, engaging and positive.
- There are no legible logos, words, letters or numbers that could constitute a sign.
- The design submitted does not promote or advertise a particular community group or organization.
- Artists must be over 18 years of age and consider themselves to be professional or semi-professional artists.
- Artists must reside in the City of Madison. City employees, board, committee, and commission members are ineligible.
- Submitted art should not include large blank backgrounds or photos of people or places outside of Madison.
- Art must be family friendly, and appropriate for our youngest viewers.
- Artists from often underrepresented groups and/or media (such as street-art) are encouraged to apply.
- The Madison Arts Commission reserves the right to accept or reject any artwork submitted for inclusion in this program.
- Art submitted for consideration should be able to translate well to a door wrap. Single door sizes are approximately 36" x 84" or a double door at 72" x 84." Each image submitted should be cropped by the artist upon submission to fit these two formats - some additional cropping may be necessary. Submitted images may be of artwork in its entirety or a detail.
- Upon being selected as a finalist, artists shall submit a tenth scale 750-1000 dpi version for professional production and application. Please do not submit pieces you do not own or do not have access to for a high resolution photo.

## Art License RELEASE for Downtown Doors Program



Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

**Title of Art released for use by the City of Madison for the Downtown Doors BLINK Art Wrap Program:**

Image 1: \_\_\_\_\_

Image 2: \_\_\_\_\_

Image 3: \_\_\_\_\_

Attach images as Exhibit "A"

**I declare and agree as follows:**

I am the owner of the images named above and attached to this Release as Exhibit A. I own all intellectual property rights to these images and I am legally authorized to sign this release. I warrant the images are not presently under option and/or have not been purchased by a third party that will object to their use by the Madison Arts Commission /City of Madison/ Madison's Central Business Improvement District for this project.

I agree to indemnify, defend and hold Madison's Central Business Improvement District and the City of Madison, its elected officials, officers and employees free and harmless from any and all claims, damages, costs and liabilities, arising out of any alleged infringement or violation of any intellectual property or other rights, as a result of my submission of the images to the City, or City's duplication and/or use of the images for any purpose associated with the Downtown Doors project, including promotional use. This indemnity obligation applies to claims of infringement or violation alleged by me, and/or any and all other persons or entities. Any reproduction use by the city will include attribution to the artist listed as

"\_\_\_\_\_."

I agree to a license fee of \$400 per image to grant the City of Madison a worldwide, non-exclusive, royalty-free license to use, reproduce, distribute, publish, display these images in any and all media now known or hereafter developed (including, without limitation, print, broadcast, and Internet), for all legitimate business purposes including advertising and promotional activities associated with their use as part of the Downtown Doors Project, including but not limited to placement and display in the public right-of-way. I declare that the forgoing is true and correct and that I have fully read and understand this Release. I understand that by signing this Release I am giving up important legal rights.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Print Name: \_\_\_\_\_