

Milwaukee Downtown, BID #21  
Downtown Placemaking Task Force  
Wisconsin Center District  
The Hop Streetcar

## **CALL FOR LOCAL ARTISTS**

Streetcar Station Shelter Summer Art Campaign  
**#BuildingMorePride**

Issued Date: Thursday, May 13, 2021  
Deadline: Thursday, May 27, 2021

## **Overview**

Milwaukee Downtown, BID #21, and the Wisconsin Center District are proud to commission Kelsey Montague for a one-of-a-kind mural on the UW-Milwaukee Panther Arena this July. Known for her highly interactive street art installations around the globe, including angel wings and balloons, Montague's #WhatLiftsYou project offers unique photo-ops, made popular by social media influencers in recent years.

As part of this project, three local artists will be selected for a streetcar station shelter art campaign utilizing #BuildingMorePride. This hashtag will be incorporated into Montague's mural of a peacock at the UW-Milwaukee Panther Arena, and, by extension, reflects the Wisconsin Center's expansion campaign, #BuildingMore. Montague's decision to illustrate a peacock mirrors Wisconsin Center District's values to "Be Bold. Be Proud. Be Experience Obsessed."

Local artists, including illustrators, graphic designers, and muralists, are invited, and encouraged to submit a proposal statement and portfolio for consideration by the Downtown Placemaking Task Force, Milwaukee Downtown, BID #21, and Wisconsin Center District representatives. Final designs should translate to digital files for printing and installing a vinyl application on The Hop streetcar shelters between June and July 2021. Up to six streetcar shelters will participate in this summer art campaign.

## **Application Information for Interested Artists**

Interested artists should submit a 100-word description, concept, and portfolio by Thursday, May 27, 2021, for consideration by the Downtown Placemaking Task Force, Milwaukee Downtown, BID #21, and Wisconsin Center District representatives.

The submission should be no more than six pages and include a 100-word description of the proposed streetcar shelter installation, including how the proposed installation will incorporate #BuildingMorePride, a concept sketch if the Artist deems it necessary to illustrate the concept, and relevant work experience and/or a portfolio.

Strong applications will engage The Hop streetcar shelter design, its users, and the surrounding built environment.

## **Application Requirements**

- **Proposal Statement** – 100-word description of your artistic concept and how it incorporates the theme #BuildingMorePride
- **Concept** – May include a sketch supported by similar past work examples
- **Portfolio** – Relevant work experience/street art installations
- **References** – While references are not required at this time, please have two references prepared if requested
- Artwork must translate to digital files for printing and installing a vinyl application on the streetcar shelter

## **Important Dates**

### **Questions**

All questions related to this “Call For Local Artists” can be directed via email to Gabriel Yeager with Milwaukee Downtown, BID #21 at [gyeager@MilwaukeeDowntown.com](mailto:gyeager@MilwaukeeDowntown.com) by Tuesday, May 25, 2021.

### **Deadline**

Electronic submissions are due no later than 5:00 PM on Thursday, May 27, 2021. Submissions should be emailed as one compressed PDF to [gyeager@milwaukeeDowntown.com](mailto:gyeager@milwaukeeDowntown.com). The email subject must state: “Building More Pride Submission – [INSERT ARTIST’S NAME]”

### **Final Artwork**

If selected, final digital artwork files will be due no later than Monday, June 8, 2021, by 5:00 PM. Applying artists should be able to meet this deadline for formatting, printing, and installation by mid-June.

## **Project Timeline**

May 13, 2021: Public “Call For Local Artists” made available

May 27, 2021: Deadline for interested artists

June 8, 2021: Final artwork files due from selected artists

Mid-June – July 2021: Artwork installed and displayed at various streetcar shelters

### **Review and Criteria**

The Downtown Placemaking Task Force, Milwaukee Downtown, BID #21 staff, and Wisconsin Center District representatives will review submissions based on the following criteria:

- Milwaukee-based artist
- Proven ability to execute high-quality graphic design or murals
- Expressed ability to translate designs for digital files for printing by the June 8, 2021 deadline
- Expressed that the design will engage streetcar shelter's design and its users

### **Payment/Budget**

Artist Commission: \$1,500 per artist. Up to three artists will be selected.

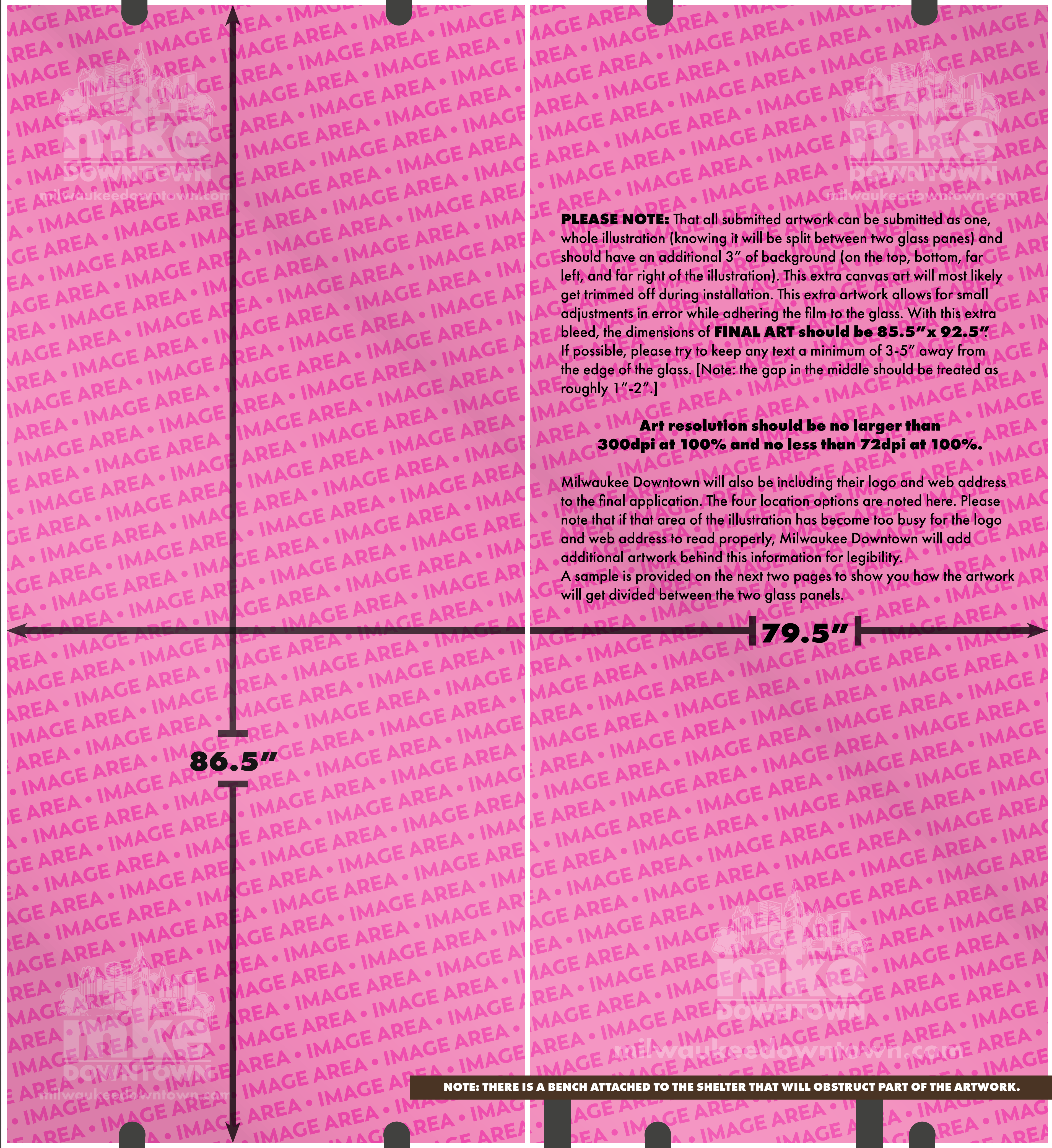
Once selected, the artist will receive a \$1,500 commission to provide final artwork and digital files for printing. Up to three artists will be selected.

### **Adjustments to Design Concept**

The final design of the mural will be heavily influenced by the Artist's initial proposal, but subject to modifications based on feedback from project partners, including Milwaukee Downtown, BID #21, Wisconsin Center District, and The Hop streetcar representatives.

### **See the Following Attachment for Streetcar Station Shelter Dimensions**





**PLEASE NOTE:** That all submitted artwork can be submitted as one, whole illustration (knowing it will be split between two glass panes) and should have an additional 3" of background (on the top, bottom, far left, and far right of the illustration). This extra canvas art will most likely get trimmed off during installation. This extra artwork allows for small adjustments in error while adhering the film to the glass. With this extra bleed, the dimensions of **FINAL ART should be 85.5"x 92.5"**. If possible, please try to keep any text a minimum of 3-5" away from the edge of the glass. [Note: the gap in the middle should be treated as roughly 1"-2".]

**Art resolution should be no larger than 300dpi at 100% and no less than 72dpi at 100%.**

Milwaukee Downtown will also be including their logo and web address to the final application. The four location options are noted here. Please note that if that area of the illustration has become too busy for the logo and web address to read properly, Milwaukee Downtown will add additional artwork behind this information for legibility. A sample is provided on the next two pages to show you how the artwork will get divided between the two glass panels.





**FULL ARTWORK BEFORE TRIMMING TO GLASS EDGES.**





**ARTWORK APPLIED AND TRIMMED.**