



# Mural Contest

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Thank you for your interest in the City of Waterloo Mural Contest!

This contest was put together to provide a space for artists to share their talents, show how positive collaboration can work and use them to beautify a piece of our beloved downtown Waterloo. The goal is to make Waterloo a destination location and bring more foot traffic into the area, which will positively impact the success of our local businesses.

Up to four (4) finalists will be selected from among the submissions received, and each finalist will receive a prize of \$1,000!

## **General Guidelines:**

These guidelines provide an overview of how to participate in the City of Waterloo Mural Contest. The guidelines are designed to assure that the murals created within the City of Waterloo enhance the community's appearance, without causing any negative impact on public safety or welfare.

### ***Mural Criteria –***

- Must be original artwork of the person(s) named on the entry form
- When possible, encourage public engagement
- No political, social statements or influences
- When possible, represent a pro-Waterloo message
- Happy, uplifting, inspiring and colorful in nature
- No advertisements, logos or copyrighted images
- Universal appeal – accepted and loved
- Neon, fluorescent, or reflective type colors are discouraged
- Keep the piece relevant to the building or to the City of Waterloo's values, culture and people
- Colors, though vibrant, should be complimentary and harmonious with the exterior colors of the building structure.
- Some theme ideas: natural beauty of the area, Waterloo's history & Sister City Porta Westfalica, health and wellness, local sports, art or education

### ***Artist Criteria –***

- Artist must have the capacity to paint the designs for themselves
- Artist must have the experience in this process or understand the right steps of scaling a small drawing to the mural space

**Mural Site Locations:**

We are currently in the process of contacting building owners to gather interest for possible sites. If you are designing your mural with a specific space in mind, please note that on your application. Feel free to call up to City Hall at 939-8600 ext. 211 if you would like to find out the list of possible sites at that point in time if that will better help you plan your design.

The Mural Selection Committee will collaborate with the winning finalists and building owners to determine which entries will be placed on each site.

**Building Owners:**

The building owner must sign a written agreement to permit his/her property to be included in the competition. The owner shall agree to allow the mural to be left undisturbed for a duration of at least 3 years, unless the property is sold.

**Artist Responsibility:**

If selected, the artist is responsible for obtaining paint, primer, specialty brushes, paint rollers, sponges, or stippling brushes for certain painting techniques. The artist must be prepared with the right equipment to complete the design as rendered in proposed design. The artist is responsible for providing all of their own equipment – hats, umbrellas, water, chairs, ladders – everything needed to successfully and comfortably complete the work.

Artists will be reimbursed for the cost of supplies needed to complete the mural (this is in addition to \$1,000 prize money). Itemized receipts with items from a preapproved list of supplies must be turned in to receive reimbursement.

Artist is to make sure that all paint and supplies are properly disposed of – paint or other materials are not to be left at the mural site between working sessions.

If traveling from out of the area, housing and transportation are the artist's expense.

Artists may recruit the help of other artists to complete the mural.

Murals must be completed within 30 days from when the mural is started.

**Procedures and Materials:**

The mural surface must be prepared to assure that the mural will have a long life. This may include pressure washing and/or wall surface base painting. Artist will collaborate with the building owner on what prep work needs to be done to ensure a quality finished mural. Artist will be responsible for completing prep work.

Winning designs will be painted by the artist, using the projection technique and construction grade materials. Once the painting is completed, the artist may sign his/her design.

A special anti-graffiti coating will be applied to protect the design. This step will serve to safeguard the mural from vandalism, protecting the building owner and community at large.

**Application, Review, and Winning Design Selection Process:**

The intention of the City of Waterloo Mural Contest is to award up to four winners. Each applicant will be required to submit a formal application and a scaled color rendering of the proposed project.

A cash award for a single winning design is \$1,000.

Applicants should submit one or more sketches of their concept. Up to three different concepts per artist will be considered. Each concept will require its own completed entry form. Additional notes or images may be included as necessary. Team submissions will also be accepted.

To apply, email a PDF of your entry form and mural sketches to [communityrelations@waterloo.il.us](mailto:communityrelations@waterloo.il.us) with the subject line: 'City of Waterloo Mural Contest Submission.' Submissions will be accepted until June 9, 4:30pm. Submissions received after this point will not be considered.

Projects that do not meet all the design criteria/guidelines, may be eliminated from the competition. Moreover, the City of Waterloo reserves the right to accept or reject all entries.

The Mural Selection Committee will collectively decide on the murals that aesthetically look best together and highlight the creativity in Waterloo in the best way.

Submissions not chosen will be kept for future mural opportunities.

**Schedule:**

Activity	Date
Contest Details Released/Open Call for Artists	May 1
Application Period	May 1 – June 9 (6 weeks)
Review of proposed mural designs by selection committee.	June 12 – June 22 (2 weeks)
Announcement of winning designs.	June 23
Installation	July 1 – August 12
Grand reveal of murals	TBD based on completion dates

**Ownership Rights:**

Once the design is created, the artists should sign and date his/her design. The design, as part of the competition, becomes jointly owned by the artist and the City of Waterloo. The City of Waterloo may freely use the design and photos of the mural on its website and in any promotional materials.

The City of Waterloo will include winners' names and photos in press releases and other communications, including social media.

**Sample Designs:**

While any and all submissions are welcome, the City of Waterloo staff have provided a sampling of existing murals that they like, to serve as loose examples of desired styles and approaches.

Please see attached.

