



# COMMUNITY ARTS & EMPOWERMENT

Un Watsonville Brillante

240 Maple Ave. • WATSONVILLE CA 95076 • Phone: 831-724-5981

[communityartsempowerment.org](http://communityartsempowerment.org)

Artistic Director: Kathleen Crocetti

## CALL FOR ENTRY

### un Watsonville Brillante

Celebrating the Cultural Heritage of Watsonville's Residents

## Civic Parking Garage, Watsonville

Presented by Community Arts & Empowerment  
and the City of Watsonville

- **Deadline September 26, 2019**

*un Watsonville Brillante* is a joint project of CA&E and the City of Watsonville. Over a period of five years we will cover the Civic Parking Garage with mosaics.

Please see our web site for conceptual drawings: [https://communityartsempowerment.org/](http://communityartsempowerment.org/)

In 2017 when Kathleen Crocetti began work on "Celebrating the Diversity of Labor" it was an open ended idea. The City wanted some kind of public art in the sidewalks and Kathleen wanted community engagement. The sixteen mosaic medallions installed in downtown Watsonville are the result of over a three hundred hours of community engagement which began with open public meetings bringing the community together to learn about and from each other.

The diversity of backgrounds and similar immigrant stories of the participating community members lead to the concept of representing the different waves of immigration to Watsonville and the work that the newly arriving immigrants did when they arrived.

Not all of the diverse cultures that have immigrated to Watsonville are represented in the sixteen medallions. For instance, the Italians represent a European wave of immigration that included Basque, English, German, Greek, Scott, Swede and Swiss communities. The third wave of Mexicans which began in 1942, has not stopped

and now includes people from all regions of Central and South America. No immigrant community past 1942 is represented, and there have been many. For this reason "Celebrating the Diversity of Labor" is an incomplete project.

The parking structure offers an opportunity to complete and broaden the concept of celebrating our diversity and common experiences in Watsonville.

One of our most commonly shared experiences is that of being multi-ethnic people. Unless you are a first generation or second American very few of us can claim to be 100% of one ethnicity or another, and most of us feel a deep sense of pride in all aspects of our heritage.

The idea is to represent multi-ethnic patterns of particular family units on the 185 horizontal portions of the garage and place each family's representation next to another family's representation in such a way that their common heritages overlap with a shared visual pattern. Combined, they will represent our community as a whole.

Open to residents of Watsonville and communities within 10miles of Watsonville (Freedom, Corralitos, Pajaro, Royal Oaks & Aromas) are invited to submit up to 10 drawings. Each drawing should clearly represent a particular culture. Selected drawings will become part of a "bank" of drawings which will be combined with other drawings to create the final overall design.

Artists will be paid a \$100 stipend for the first drawing accepted into the bank and \$50 per accepted subsequent drawing.

In this call for artists we are looking for work that:

- clearly represent a particular culture
- when enlarged to 3' does not have any detail smaller than 2"
- is graphic in nature (bold lines, bright flat areas of color, no shading)
- original artwork only, you may use images such as flags for reference, however no clip art or other images taken directly from the internet
- multiple designs from one heritage may be submitted, however only one will be chosen

Below are a list of heritage options for reference. Please feel free to illustrate an alternate if you do not see your heritage listed here.

Mexican:	Central & South American:	European:	Asian:	Native American:
Baja California	Argentina	Austria	China	Ohlone
Chihuahua	Bolivia	Belgium	Japan	Costanoan
Sinaloa	Brazil	Bulgaria	Philippines	
Coahuila	Chile	Croatia	Korea	Pacific Islands:

Tamaulipas	Columbia	Denmark:	India	Australia
Aguascalientes	Ecuador	Finland	Middle East	New Zealand
Guanajuato	Paraguay	France	Iran	Tonga
Zacatecas	Peru	Germany	Iraq	
Mexico	Uruguay	Hungary	Pakistan	Other:
Morelos	Venezuela	Ireland	Saudi Arabia	Caribbean Islands
Colima	Belize	Italy	Taiwan	African American
Jalisco	Costa Rica	Lithuania	Turkey	Africa
Michoacan	El Salvador	Netherlands	Vietnam	Canada
Puebla	Guatemala	Poland		
Veracruz	Honduras	Portugal		
Yucatan	Nicaragua	Romania		
Chiapas	Panama	Russia		
Oaxaca		Spain		
Indigenous		Basque		
		Sweden		
		United Kingdom		

#### **ENTRY PROCEDURE**

**Do NOT send originals. High quality jpgs or scans only:**

**Via email:** Please email to [watsonvillebrillante@gmail.com](mailto:watsonvillebrillante@gmail.com)

Submit the completed entry form with your choice of heritages. A maximum of 10 drawings/images in jpeg form no larger than 300 dpi each with the longest side 7 inches. Your last name and heritage of the piece must be included in the file name. If you need assistance digitizing your drawings, please contact Kahtleen at [crocetti@rocketmail.com](mailto:crocetti@rocketmail.com) no later than September 20th.

Entries must be received by September 26, 2019

The week of September 26, 2019 the entries will be reviewed, selected images will need to be approved by the City Arts Commission and various community groups such as the JACL if representing Japanese culture. Artists will be notified of inclusion to the bank of images by late October and checks will be sent the first week of November.

Selected artwork becomes the property of Community Arts & Empowerment to use in the designs for Un Watsonville Brillante as many times as necessary for the final design of the garage project, we reserve the right to modify the designs (color, size, cropping etc.) however, copyright remains with the artists.

CA&E and the City reserve the right to photograph any submitted work for publicity, promotional and archive purposes. Copyright remains with the artist.

#### **ADDITIONAL INFORMATION**

**Informational Meeting: August 21st 5:30-6:30 p.m.**  
**Muzzio Community Center**  
**26 W. Front Street**  
**Watsonville, CA 95076**

*Questions?* Write to Kathleen at [crocetti@rocketmail.com](mailto:crocetti@rocketmail.com)

Visit <https://communityartsempowerment.org/> to learn more about CA&E, and to see past projects.



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**ENTRY FORM**  
**un Watsonville Brillante**  
**Celebrating the Cultural Heritage of Watsonville's Residents**  
**Civic Parking Garage, Watsonville**

Presented by Community Arts & Empowerment and the City of Watsonville  
• **Deadline September 26, 2019**

Name:

Address:

Phone Number:

Grade of Artists if artist is a student: \_\_\_\_\_

Email:

May we use email as primary form of communication? (Circle one) Yes / No Website:

All artists must sign the waiver below, and Artists under the age of 18 must have the below parent waiver signed:

I hereby certify that images submitted were created entirely by the artist named above and is the artist's original artwork. I agree that it may be modified and used by Community Arts & Empowerment for the civic parking garage mosaic. I understand that the final art product becomes the property of the City of Watsonville and may be reproduced with slight modifications.

Artist Signature:

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I agree to the above artists' waiver for my student artist. The only information that will be released is the student's name and grade.

Parent/ Guardian Signature:

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**Please describe cultural heritage represented.**

Image #1

Title of Piece:

Description:

Image #2

Title of Piece:

Description:

Image #3

Title of Piece:

Description:

Image #4

Title of Piece:

Description:

Image #5

Title of Piece:

Description:

Image #6

Title of Piece:

Description:

Image #7

Title of Piece:

Description:

Image #8

Title of Piece:

Description:

**Make a copy for your files and mail or hand deliver the signed original to:  
CA&E , 240 Maple Ave. - WATSONVILLE, CA 95076  
checks will not be mailed without a signed contract on file**