



37 SUDDEN STREET • WATSONVILLE CA 95076 • Phone: 831-722-3062

pajarovalleyartscouncil.org

Administrator: Sharon O'Neil

Gallery Coordinator: Norma Villaron

Exhibit Coordinator: Hedwig M. Heerschop

CALL FOR ENTRY

Movable Murals

Celebrating Watsonville's Culture & History

250 Main Street, Watsonville

Presented by Pajaro Valley Arts and the City of Watsonville

Deadline April 30, 2018

Exhibit Dates: July 4 – December 31, 2018

We are kicking off our *Movable Murals* project during the City of Watsonville's 150th Birthday. To celebrate, we are inviting artists/community groups to create artwork that relates to the history and culture of Pajaro Valley. *Movable Murals* is a joint project of PVA and the City, funded through the Community Foundation Santa Cruz County, which provides outdoor, semi-permanent hanging space for muralists and artists utilizing digital media and/or painting to create temporary installations.

We are installing a hanging system that can be used, re-used, or moved. Selected artists/community groups will be provided 4' x 8' sheets of primed marine plywood upon which the painting, wheat pasting, or digital media will be applied. Completion of artwork will take place at artists' studios, or location of artists' choice, **and will not be created on-site.**

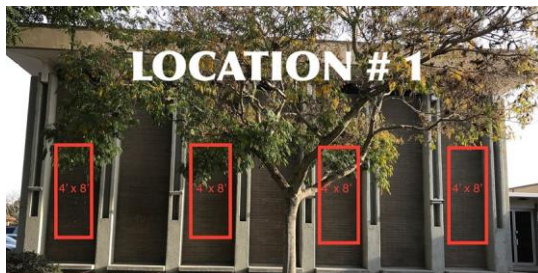
Completed panels will then be installed by the City of Watsonville. Your mural/artwork will be viewed in this location for approximately 6-12 months, at which time different artists/community groups will be offered the opportunity to create upon the same surface/plywood. Artists will be paid a \$250 per panel (4' x 8') stipend to offset costs of paint/printing. In this call for artists and community members, we are looking for work that:

- Shows a high degree of artistry
- Involves the community in the creation of the artwork
- Promotes a positive image of the people and community of Pajaro Valley
- Focuses on topics such as Pajaro Valley's history, people, neighborhoods, landscape, arts and culture

Sites and Sizes

There are four installation sites available at 250 Main Street. You may apply for one or more sites. Subject matter in each should relate to each other. Panels are separated architecturally by bricks and columns (see photo) and are located on the Main Street side of the City Building.

- Location # 1: Four individual 4' x 8' panels to the left of the main entrance (See Photo)
- Location # 2: One 8' x 8' square set next to the City of Watsonville signage in the front of the building to the right of the main entrance (see photo)
- Location # 3: One 8' x 20' continuous rectangular grouping located one column over (middle section) from the 8' x 8' square (see photo)
- Location # 4: One 8' x 20' continuous rectangular grouping located two columns over from the 8' x 8' square (see photo)



ENTRY PROCEDURE

Via email: Please email to hedwig@pvarts.org

- Submit the completed entry form with your choice of location(s) indicated
- A maximum of 4 conceptual drawings/images in jpeg form no larger than 300 dpi each with the longest side 7 inches. Your last name and title of the piece must be included in the file name. If you need assistance digitizing your drawings, please contact hedwig@pvarts.org
- Entries must be received by April 30, 2018
- May 16: entries will be reviewed and selected artists/community groups notified
- June: work completed and delivered to the City for installation.

DELIVERY/INSTALLATION INFORMATION

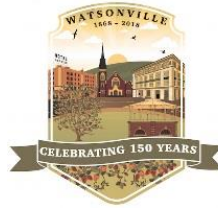
- If you are unable to transport the 4' x 8' panels, please indicate so on your entry form so we can assist you with transportation
- Digital images and paint: Artists supply their own materials for application and/or painting the murals. Paints used must be high quality, water-based acrylics. Digitally printed images must be able to withstand weather conditions and be reasonably light fast for a minimum period of 6 months
- Graffiti: If any of the murals are damaged by graffiti, the City will notify PVA. PVA will contact the artist for repair. The artist will have 48 hours to remove or cover the graffiti. If the graffiti cannot be removed or covered to an extent acceptable to the City, the City reserves the right to remove the mural
- Completed artwork becomes the property of Pajaro Valley Arts. Panels are intended for re-use/multiple applications

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

ADDITIONAL INFORMATION

Questions? Write to hedwig@pvarts.org

Visit pajarovalleyartscouncil.org to learn more about PVA, and join as a member in advance.



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ENTRY FORM

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Name: _____

Address: _____

Phone Number: _____

Email: _____

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

Website: _____

Location #1 Four (4' x 8') Panels

Title of Piece: _____

Medium: _____

Do you need assistance moving panels? (Circle one) Yes / No

Entry #

Description:

Please describe Community Groups and/or Community Involvement:

Location #2 Square (2 - 4' x 8' Panels = 8' x 8')

Title of Piece: _____

Medium: _____

Do you need assistance moving panels? (Circle one) Yes / No

Entry #

Description:

Please describe Community Groups and/or Community Involvement:

Location #3 Rectangle (5 - 4' x 8' Panels = 20' x 8')

Title of Piece: _____

Medium: _____

Do you need assistance moving panels? (Circle one) Yes / No

Entry #

Description:

Please describe Community Groups and/or Community Involvement:

Location #4 Rectangle (5 - 4' x 8' Panels = 20' x 8')

Title of Piece: _____

Medium: _____

Do you need assistance moving panels? (Circle one) Yes / No

Entry #

Description:

Please describe Community Groups and/or Community Involvement: