



Watsonville
CALIFORNIA



COMMUNITY ARTS &
EMPOWERMENT
Un Watsonville Brillante



pvarts.org

Executive Director: Linda Martin

Exhibit Coordinator: Hedwig M. Heerschop

CALL FOR ENTRY

Movable Murals & Skylight Mosaic

"The Heart of the Pajaro Valley"

Ramsay Park Family Center Public Art Project

In partnership with Pajaro Valley Arts, Community Arts & Empowerment, and
The City of Watsonville

Deadline January 30, 2020

PVA and Community Arts & Empowerment (CA&E) co-wrote and received a grant from the California Arts Council to make these projects possible.

The City of Watsonville is preparing upgrades on the Ramsay Park Family Center which offers an opportunity to showcase local art. This call is for two projects at Ramsay Park: Movable Murals and a Skylight Mosaic. The theme for both projects is "The Heart of the Pajaro Valley".

Movable Murals

Movable Murals is a joint project of PVA and the City of Watsonville which provides outdoor, semi-permanent hanging space for muralists and artists utilizing digital media and/or painting to create temporary installations. This project is similar to the murals installed at 250 Main Street.

Selected artists/community groups will be provided 4' x 8' sheets of primed panels upon which the painting, wheat pasting, or digital media will be applied. Completion of artwork will take place at artists' studios, Muzzio Mosaic Art Center, 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. Artists will be paid a \$250 per panel (4' x 8') stipend within two weeks of successful installation, 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
- Reflects the theme of "The Heart of the Pajaro Valley" and/or reflects a sense of the activities, nature, and/or landscape of Ramsay Park

Sites and Sizes

There are 3 installation sites on the Ramsay Family Center wall facing Main Street. Each of the three murals will be 8' tall by 16' long (four panels each) for a total stipend of \$1000 per mural. You may apply for one or more sites.

DELIVERY/INSTALLATION INFORMATION

Artists will be supplied with the panels upon which the artwork will be applied. 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. If you would like to use the Muzzio Mosaic Art Center to complete your work, please let us know on your entry form.

- Digital images and paint: Artists supply their own materials for application and/or painting the murals. Paints used must be lightfast high-quality, water-based acrylics. A clear top-coat will help preserve the imagery. Digitally printed images must be able to withstand weather conditions and be reasonably lightfast for 12
- 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, however, copyright remains with the artists. Panels are intended for re-use/multiple applications. Or, artists may choose to "purchase" their mural back by supplying new primed panels similar to what was originally supplied by PVA.

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

- February: Review Process
- March-May: work completed and delivered to the City for installation.
- Exhibit Dates: June 1, 2020 – Approximately May 31, 2021



ADDITIONAL INFORMATION about Moveable Murals

Questions? Write to hedwig@pvarts.org

Visit pvarts.org to learn more about PVA, to see the 2018-2019 Moveable Mural Panels, and join as a member.

Skylight Mosaic

Artists are invited to submit images that will be translated into a glass on glass mosaic for the forward facing space above the front door of the Ramsay Park Community Center.

Artists submitting artwork for "Moveable Murals" may also have their work considered for the Skylight Mosaics.

Artists are also welcome to submit work specifically for the Skylight Mosaics and not for the Moveable Murals.

The fabrication of the mosaics will take place at the Muzzio Mosaic Arts Center. The winning artist is welcome to assist in the fabrication of the mosaic though that is not necessary, and neither choice will effect the selection of the image chosen.

Selected artist will need to sign a waiver understanding and agreeing that the translation of their image into mosaics will not result in an exact duplication of the original image. All rights of the original submitted image will remain with the artist. Rights to duplication and reproduction of the mosaic image will become the rights of the City of Watsonville.

Artists are welcome to submit existing images. The final mosaic will need to conform to the space as shown below. Approximately 6' x 5'. The images selected do not need to conform to the space. Cropping of the images to conform to the space will be done prior to selection

and artists will be consulted. Should the artist decide they do not like the cropped image they may remove it from the pool of potential images.

Two to three finalist images will be presented to the public for input during the month of February. Artists will be notified in March. The selected image will be presented to the City for approval. Fabrication will take place in April and May, 2020.

A \$600 stipend will be paid to the selected artist, upon final approval of the image by the City.

Installation by June 1st.

ADDITIONAL INFORMATION about Skylight Mosaic

Questions? Write to watsonvillebrillante@gmail.com

Visit <https://communityartsempowerment.org/> to learn more about Mosaics in Watsonville.



ENTRY PROCEDURE

Entries must be received by **January 30, 2020**.

Via email: Please email to hedwig@pvarts.org

Or, Hand deliver to PVA, 37 Sudden Street, Watsonville CA, 95076

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

The month of **February, 2020** the entries will be reviewed and selected. Final entries must be approved by the City. Artists/community groups notified by the end of February.

ENTRY FORM
The Heart of the Pajaro
Public Art Projects
Moveable Murals & Skylight Mosaic
1301 Main Street, Watsonville

Deadline January 30, 2020

Movable Mural Exhibit Dates: June 1, 2020 – Approximately May 31, 2021
Permanent Skylight Mosaic Installation May 31, 2020

Name: _____

Address: _____

Phone Number: _____

Email: _____

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

Website: _____

For Moveable Murals Only:

1. Please describe Community Groups and/or community involvement you envision:

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

3. Will you use Muzzio Mosaic Art Center to complete your piece? (Circle one) Yes/No

Location #1 Four 4' x 8' Panels = 16' x 8' horizontal

Title of Piece: _____

Medium: _____

Location #2 Four 4' x 8' Panels = 16' x 8' horizontal

Title of Piece: _____

Medium: _____

Location #3 Rectangle Four 4' x 8' Panels = 16' x 8' horizontal

Title of Piece: _____

Medium: _____

Location #4 Skylight Mosaic

Title of Piece: _____

Entry #

Would you like to participate in the fabrication of the piece? (Circle one) Yes/No

Make a copy for your files and deliver the signed original to: PVA, 37 SUDDEN STREET - WATSONVILLE, CA 95076 or to Hedwig@pvarts

