**Emporia Community Interactive Mural Project**

**Call to Artists**

Emporia Main Street, Inc. is a non-profit 501c (6) organization. We are part of the National Main Street Program, which is designed to bring economic revitalization to communities with an emphasis on restoration and preservation of core downtown business districts.

In the Spring of 2020 Emporia Main Street worked with Coffelt Sign Company and the Kansas Arts Commission to produce a series of temporary interactive murals in the downtown area of Emporia. Public Art has many benefits for the community it is showcased in. Public art adds enormous value to the cultural, aesthetic, and economic vitality of a community. It is now a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors.

Thanks to a generous donation from an individual and a grant from the Kansas Arts Commission, Emporia Main Street can continue the placement of interactive murals within the community.

Community Description: Emporia, Kansas is the county seat for Lyon County. The City is home to Emporia State University and Flint Hills Technical College. Emporia is known for alternative sports like gravel road bike riding and disc golf, has a storied entrepreneurial history, and is a culturally diverse community of 25,000 people.

The interactive murals for this program are made from a 100% recyclable material and will be placed for 18 – 24 months. Emporia Main Street plans on implementing 3-4 new murals in the Fall of 2021 and we are calling for submissions from local artists.

After submissions are collected, Emporia Main Street will create an online voting platform to collecting insight from the public on which designs should be considered for installation. Artists of the selected designs will not receive monetary compensation but will be featured in several media publications.

**Technical Requirements for Artwork Submission**

**Vector-based:**

All artworks must be vector-based. (commonly created in Adobe Illustrator)

No pixel-based artwork will be accepted (commonly created in Adobe Photoshop)

**File Format:**

Files must be submitted as a PDF file. File size limited to 10MB or smaller.

**Color:**

Artwork should be built using CMYK.

**Size:**

Designs should be no larger than 48” h x 96” w

**Shape:**

The overall shape of the design can be rectangular, circular, or a custom shape. If a custom shape is used, avoid overly complex shapes and fine lines or details.

**Guidelines:**

Due to copyrights. Please do not include logos of any business or brand other than Emporia Main Street.

To be considered for selection, artwork must be appropriate for all ages and not be deemed insensitive or offensive. The goal of this program is to help create an inclusive downtown for all to enjoy.

Designs need to be interactive. We want viewers to be able to pose withing the “frame” and be part of the design! We want people to take their picture with the mural.

**Submission:**

Email submission to mainstreet2@emporia-kansas.gov with a subject line of “Emporia Community Interactive Mural Project”

Include the following information in the body of the email:

Artist Name

Artist Phone Number

Artist email address

Artist social media handles

Be sure to attach the PDF file

**Certification:**

By submitting a concept, you are agreeing that all examples of artwork submitted with are products of you hand as represented. The artwork submitted will be owned by Emporia Main Street, Inc. and the City of Emporia, Kansas, and images may be used in publicity for the Emporia Main Street, Inc. organization and the City of Emporia, Kansas.

**Schedule:**

**Monday, April 12 at 5 PM**.: Submissions are due by

**April 19th – April 30th:** Online voting takes place.

**Friday, May 7 @ 5 PM:** Emporia Main Street announces final choice.