



2025 - Mural Contest

August 1, 2024

Thank you for your interest in the Beloit Art Center Mural Contest!

This contest has been created to provide a space for artists to share their talents, show how positive collaboration can work and to beautify a piece of our beloved city center and the Beloit Art Center. The goal is to make an unpainted concrete block stair tower a Beloit destination, which will positively impact the image and success of the arts in the community.

Beloit Art Center Mission:

In partnership with the community and regional artists, we will maintain a center to teach, display and promote art through events, classes, gallery and studio space.

Beloit Art Center History:

The Beloit Art Center will celebrate 25 years of operation in 2025. Built in 1912, the facility at 520 E Grand Avenue originated as the Bell Telephone Company. The two-story construction of Chicago firebrick has since housed restaurants, the Elks Club and an antique store. In 1999, the Beloit Economic Development Corporation purchased the building on behalf of the emerging not for profit Beloit Fine Arts Incubator. An excellent location in downtown Beloit, it is easily accessible to both area residents and out-of-town visitors. In 2017 the name was changed to BELOIT ART CENTER and in 2020 the center purchased the building from the Economic Development Corporation. We look forward to celebrating 25 years of community art in 2025!

The Art Center has worked to become the artistic and cultural center of our city. We are proud to provide our region with gallery exhibits featuring and supporting professional artists, emerging artists, high school students, and community members as they pursue their artistic interests and talents. From our monthly First Friday receptions, to educational programming for adults and youth, and sales in our gift shop, there are many ways to 'Find Creativity Within' at the Beloit Art Center.

The Beloit Art Center is a 501c3 organization run largely by volunteers.

The Beloit Art Center 2025 Mural Project Rules:

General Guidelines:

These guidelines provide an overview of how to participate in the Beloit Art Center 2025 Mural Project. The guidelines are designed to assure that the mural created will enhance the Center's appearance and position in the community, without causing any negative impact on public safety or welfare.

Mural Submission Criteria –

- Must be original artwork of the person(s) named on the entry form
- When possible, encourage public engagement through the process.
- Must contain no political, social statements or influences
- Represent a pro-Beloit 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, the Center and the City of Beloit's values, culture and people
- Colors, though vibrant, should be complimentary and harmonious with the exterior colors of the building structure.
- Some foundational theme ideas:
 - Tag line of the Art Center is “Find Creativity Within”
 - History of Art in Beloit,
 - Natural beauty of the area including the Rock River & Turtle Creek
 - Beloit's History as an industrial hub,
 - Beloit Art Center Mission,
 - Art education at the center includes painting, drawing, mosaics, pottery, photography, drawing and tai chi,

Artist Criteria –

- Artist or artist's team 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

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Mural Site Location:

The Mural will be painted on the south side of the Art Center building where a currently un-painted stair tower exists. The Tower measures 18'-10" x 22'-8" x 8'-9". It is the artist prerogative to paint either only the south side of the tower or it is encouraged to include all three sides of the tower as a single three dimensional element. We expect the mural will be in place for a long time , but guarantee it will be undisturbed for a duration of at least 3 years, unless the property is sold.

Artist should consider that:

- the primary viewing of the stair tower is either from the alley, or from the south on Broad Street.
- A 6'0" high fence obscures the bottom portion of the tower from Broad Street. .
- Once complete, lighting is not expected to be provided for the mural in the evening.

City of Beloit Approval

The Mural may require approval from Downtown Beloit, Inc and the City of Beloit. The Beloit Art Center as building owner will provide assistance to submit mural design as needed for design approval.

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 or lifts – everything needed to successfully, safely and comfortably complete the work.

Artists will be reimbursed for the cost of supplies needed to complete the mural (this is in addition to 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 and must be complete by the Beloit Art Center 25th anniversary celebration in the summer of 2025.

Procedures and Materials:

The art center will contract professionally to prime paint the entire stair tower prior to mural artist starting work. The mural surface must be prepared to assure that the mural will have a long life. This may include pressure washing and 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 coordinating prep work for their mural.

Winning design will be painted by the artist, using the projection technique or other approved process and using construction grade materials. Once the painting is completed, the artist may sign their design.

The Art Center will also apply a special anti-graffiti coating 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 Beloit Art Center Mural Contest is to award one winner. Each applicant will be required to submit a formal application and a scaled original color rendering(s) of the proposed project. All submissions will be displayed at the Beloit Art Center Member Gallery in the month of December, 2024.

The mural selection committee will make a final selection on the mural design and a cash award for a single winning design will be provided at cash award of \$10.00 / sf of mural. The total surface area of all 3 sides of the tower is approximately 800 gsf.

Applicants should submit application and photos of their concept digitally to mural@beloitartcenter.com. Original artwork or printed artwork must also be provided and properly prepared for display in the Members Gallery at the Beloit Art Center. Up to two different concepts per artist will be considered. Each concept will require its own completed entry form. Team submissions will be accepted and encouraged to include members of the Art Center although membership in the art center is not required, it is encouraged..

To apply, submit:

- Online Entry Form at [Beloit Art Center.com](https://beloitartcenter.com)
- Digital or Original sketches, drawings of your concept adequate to convey your design
- Portfolio of other murals completed by submitted artist or team member..

Questions and digital submissions will be accepted at mural@beloitartcenter.com with the subject line: 'Beloit Art Center 2025 Mural Contest. Submissions will be accepted digitally or in person until Saturday, November 16, 2024, 2:00 pm. Submissions received after this point will not be considered.

Proposals that do not meet all the design criteria/guidelines, may be eliminated from the competition. Moreover, the Beloit Art Center reserves the right to accept or reject any and all entries.

A Mural Selection Committee made up of Art Center Board members, Art Center Members and Community Partners will be created to provide selection. The Mural Selection Committee will use a blind selection process for initial art selection. They will collectively decide on the mural that aesthetically looks best, highlights the creativity in Beloit, and meets the guidelines stipulated above in the best way.

Submissions of original work not chosen will be returned to the artist in January of 2025..

Schedule:

Activity	Date
Contest Details Released/Open Call for Artists	August 5, 2024
Application Period	August 5– November 16, 2024
Review of proposed mural designs by selection committee.	November 16 – December 31, 2024
Display of entries in Members Gallery at the Beloit Art Center	December 6 2024– January 3, 2025
Announcement of winning design.	January 3, 2025, 6:00 pm
Installation Determined by Artist	Completed by July 1, 2025
Grand reveal of murals	25 th Anniversary Celebration July 19, 2025

People's Choice Award

In addition to the selection committee award designation, the Art Center will conduct a peoples choice award process at the January 3rd, First Friday gallery reception. Attendees will be able to make a selection on their preferred image and the image with the most votes will be awarded a \$250.00 stipend at the Gallery talk that evening at 6:00 pm.

Ownership Rights:

Once the design is created, the artists should sign and date their work.

The Art Center may use any submission in promotion of the contest and events outlined in this request. This includes digital media, social media, and printed media outlets. The selected design and the people's choice award recipient, becomes jointly owned by the artist and the Beloit Art Center. The Beloit Art Center may freely use these designs and photos of any submitted mural on its website and in any promotional materials.

The Beloit Art Center will include artists names and photos in press releases and other communications, including social media.

Existing Photographs



South Elevation



Southwest Elevations



Southeast Elevations



CALL FOR MURAL ARTIST

25th Anniversary Mural Contest

DESIGN PROPOSALS DUE

NOVEMBER 16, 2024, 2:00 PM

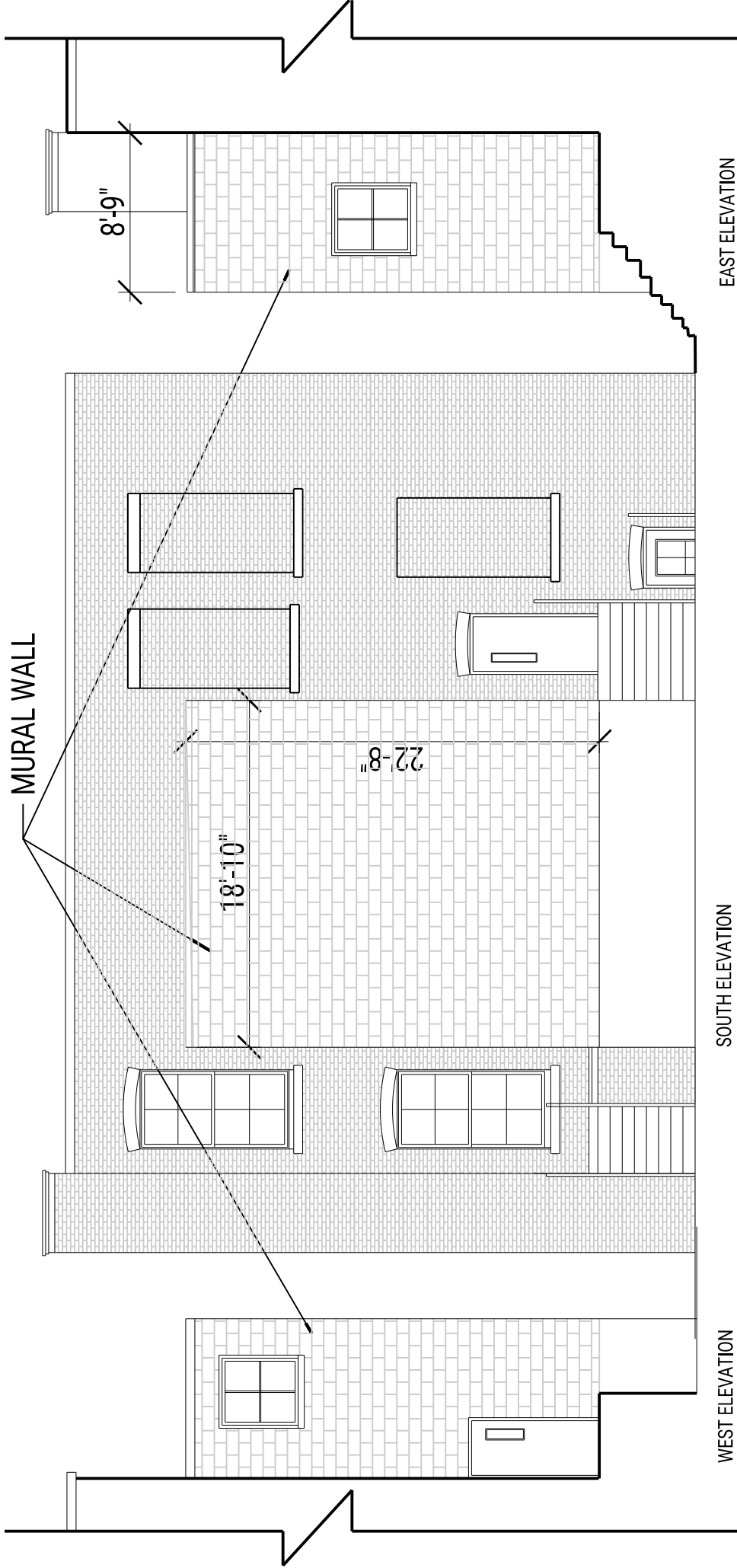
MURAL INSTALLATION SPRING 2025



Tower Dimensions
18'-9" w x 22'-8" h x 8'-9" deep
Paint all three sides

More information at www.BeloitArtCenter.com

Email: MURAL@BELOITARTCENTER.COM



THREE SIDED MURALS ARE ENCOURAGED



BELOIT ART CENTER - 2025 MURAL