

Beauty of the Ugly Sweater Art Competition

December 12, 2009

Thank you for your interest in the inaugural East Side holiday art competition. This year's theme: "Beauty of the Bad Sweater". This juried competition is open to students 18+ enrolled in accredited fine art, illustration or communication design program within Milwaukee. The competition will be judged by professionals in advertising, graphic design and fine arts.

On December 12, artists in teams of three or less will have 5 hours to complete a mural on the window of a participating East Side establishment.

The catch: Artists must use an assigned ugly Christmas sweater as inspiration

Prizes: Winning artist, or team, will receive East Side prizes, a gift from Utrecht Art Supply and have their bio(s) featured on www.theeastside.org and www.OnMilwaukee.com

Application Timeline

Application due Monday, November 23

Selected teams notified by email Tuesday, November 24

- ***Selected teams will receive information about their window, a digital photo of their ugly sweater assignment, and sketch submission. Arrangements can be made for selected teams to pick up their ugly sweater assignment from the Freight Train office.***

Competition Timeline

Proposed sketch due Wednesday, December 9

Competition December 12th 9am to 2pm

Judging December 12th 2pm – 3pm

Winner(s) announced December 12th 3pm

COMPETITION RULES

1) Students interested in participating must be enrolled at a partnering school and majoring in a visual arts intensive program. Illustration, fine art and communication design majors are encouraged to apply.

2) Eligible applications must include a sample of work (one per team). Traditional and digital formats accepted

4) Only supplies provided by Utrecht on Farwell will be approved for window murals – costs covered by host sites. Artists/Teams will receive supplies the day of the competition.

5) Window size and shape for murals are non-standard. Ability to work within assigned space will be a part of the judging criteria. Murals do not need to completely cover your window.

6) Not all those who apply will be approved to compete. Participation is subject to number of host sites.

7) Murals must compliment and respect the family friendly atmosphere of the event

8) Any team responsible for an inappropriate mural design will be disqualified

9) Freight Train and the East Side reserve the right to disqualify any artist or team

10) Application for entry does not guarantee an artist or team's selection for the competition.

11) The number of teams selected is subject to the number of host sites

Please direct questions to Julia Evans at Freight Train Julia@freighttraincreative.com

APPLICATION FOR ENTRY

PART I: *Artists may work alone or in teams of two or three.*

Team member 1 (primary team contact):

Name
Age
School
Major/Concentration
Phone
Email
Signature

Team member 2

Name
Age
School
Major/Concentration
Phone
Email
Signature

Team member 3

Name
Age
School
Major/Concentration
Phone
Email
Signature

By signing this application, you acknowledge that you have read and agree to comply with all competition rules.

PART II:

Submit one sample of work completed by a member of your team - one sample per team. Electronic or traditional submission is ok. If you would like the selection committee to view your work from an online portfolio please submit your application electronically and include a working hyperlink in the body of the email.

Completed application must be received by Monday, November 23.

Electronic Submissions:

Julia@freighttraincreative.com

Traditional submissions:

East Side Mural Competition
c/o Freight Train
727 N. Milwaukee St.
Milwaukee, WI 53202