



Call to Artists

Project: The East Side Art Lot

Organization: The East Side Business Improvement District (#20)

Location: 1915 E North Ave, Milwaukee, WI, 53202

No submission fee

General Information:

The East Side is seeking ten (10) artists/artist teams to contribute new pieces of public art to the second year of its placemaking project, the East Side Art Lot!

The East Side Art Lot project temporarily converts an underutilized parking lot- located between two prominent East Side businesses, near a number of others, and the original street art gallery Black Cat Alley- into much needed public seating, further enhanced by the work of local artists. Each selected artist/artist team will be commissioned to paint their selected design onto one of the East Side Art Lot picnic tables, with the finished product of ten painted picnic tables. The painted tables will be on display and available for public seating for the duration of the project. Following the close of the project in the Fall, tables live with sponsors throughout Milwaukee. Last year's tables are now housed by a number of East Side businesses, schools, organizations, and private residences.

Timeline:

- The East Side Art Lot call for artists submission deadline is **Thursday, May 6th at 11:59PM**
- The project's Artist Selection Team will review artist submissions and select artists on the following Tuesday, and selected artists will be notified the following day, **Wednesday May 12th by 11:59PM.**
- Painting dates will be Sunday, June 6th through Thursday, June 10th, 7:00am - 7:00PM (weather permitting). Please do not apply if you cannot be available these dates/couldn't complete your submitted design in that timeframe.
- The site will be open for public use from Friday, June 11th to October 31st





Project/Application Details:

Each selected artist/artist team will receive a \$500 commission for their completed piece. Paint , sealant, brushes, tarps, water, and sunscreen will be provided during painting. Travel and additional materials will be at the expense of the artist/artist team.

Artists are responsible for budgeting time for/applying sealant to their completed painted tables so that they can be regularly sanitized and the designs are protected.

Please note that paint may be donated to the project, so if you'd like to use only provided materials, color palettes may need to be adjusted. Any additional colors are welcomed, but must be provided by the artist.

This year, we will be able to attach small signage to each table that lists the name of the artists, their social media handles or website, and a QR code linking to the project website containing Art Lot specials from nearby local businesses. When creating your design, account for this 6" X 6" sign in one of the tabletop's corners. The signage will be removed following the end of the project.





Picnic table details

The tables being used for the project are as pictured above and are bare wood. Please feel free to incorporate this into your design or cover the wood completely! Pictured above is the manufacturer photo. The full quality image file is available on the project website (listed at the bottom of this Call) for use in renderings.

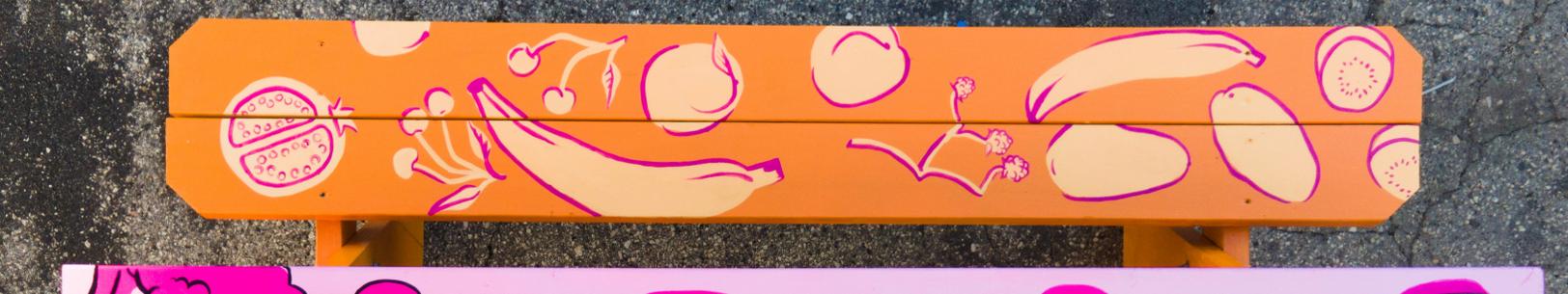
- Length: 72 in
- Width: 59.75 in
- Height: 33 in

Submission Materials:

All submission materials and artist information should be sent in ONE email to specialprojects@theeastside.org. Any late or incomplete submissions will not be accepted. Please feel free to contact with any questions ahead of the May 6th @ 11:59PM deadline!

1. A short artist bio (200 word max per artist). This project prioritizes featuring the work of BIPOC/LGBTQ+/Women artists, so please share this information in the bio. This information is meant to help inform the selection process and will not be actively promoted to the public unless that is the desire of the artists.
2. 3 - 5 examples of past work in JPEG format. Artist teams should include past work of at least two artists.
3. 2- 3 renderings of the proposed painted picnic table design in JPEG format, and a description if necessary.
4. Artist contact information (full name, email address, phone number).
 - a. Artist teams, please provide contact information for ALL artists, but designate one person as your main point of contact

Please label all files with the artist/team name and title (ex. MURRAY_DESIGN or MURRAY_PAST WORK1)





Rules & Regulations:

Eligibility:

The East Side Art Lot project is open to artists and artist teams 18+ years of age, living in Milwaukee County. We are prioritizing featuring the work of BIPOC/ LGBTQ+/Women artists. All work must be the artists' own, and original in design, concept, and execution.

If multiple artists collaborate as a team, it is considered a joint entry and they should exhibit a single body of work. If accepted, they may exhibit only that work which is collaborative.

Piece content/materials:

In concert with the requirements of project funding, design content cannot involve any display of political associations, religion, or derogatory references.

Contact: Larissa Gladding, Specialprojects@theeastside.org
<https://www.theeastside.org/happenings/east-side-art-lot.html>

Photos of last year's painted picnic tables courtesy of Milwaukee photographer Tom Hillmeyer

This project is made possible thanks to the City of Milwaukee's Department of Public Works and their permission to use the lot for this project.

