



Exhibition Hall ■ Veterans Memorial Coliseum ■ Willow Island
New Holland Pavilions ■ Arena

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FOR IMMEDIATE RELEASE
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Local Artist Sought to Design a Customized Mural at Alliant Energy Center for Public Art Showcase

MADISON, WISC – Customized Mural – a major public art display sponsored by Alliant Energy Center – is calling for a Dane County artist to transform the exterior section of the Exhibition Hall into an original work of art. The artwork will promote the Dane County community and encourage engagement amongst thousands of locals and event attendees visiting the campus grounds each year. Submissions are being sought through March 15 for ideas that will incorporate Dane County area attractions.

The mural is inspired by the popular international “wing” artwork. We encourage artists to incorporate a photo opportunity into their design, as well as their own creative personas and original themes. The artist whose design is selected will be recognized at the site.

Artists can obtain a Call for Artists packet by emailing ziegler.danielle@alliantenergycenter.com. The packet includes artists’ guidelines and instructions for how to submit design proposals.

A committee will review submitted designs and choose the official design by April 1, 2019.

Design proposals must be delivered no later than Friday March 15, 2019, at 5:00 p.m. to:

Alliant Energy Center
1919 Alliant Energy Center Way
Madison, WI 53713
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About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.