



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

**CALL FOR ARTISTS PACKET**

Dear Artist,

Thank you for your interest in the Alliant Energy Center Mural!

The Artist Committee is excited to share this Artists Packet with you. Within the packet you'll find an overview of the customized mural and guidelines on artist requirements.

The process for submitting a proposal is simple!

- Draw and color a mural design based on the specifications included in the Artists Packet.
  - 1) Please provide a 2-D (flat) sketch in color. Keep your final submission to within the standard 8 1/2" x 11" format if at all possible.
- Provide a suggested name for the design.
- Submit a brief description of the materials that will be used to complete the project.
- Submit your design **by 5:00 pm, March 15, 2019**

By email to: [ziegler.danielle@alliantenergycenter.com](mailto:ziegler.danielle@alliantenergycenter.com)

Or by mail to: Alliant Energy Center  
Attn: Danielle Ziegler  
1919 Alliant Energy Center Way  
Madison, WI 53713

For questions, contact Danielle Ziegler at [ziegler.danielle@alliantenergycenter.com](mailto:ziegler.danielle@alliantenergycenter.com) or 608-267-4142.

Sincerely,

Alliant Energy Center Mural Artist Committee

## OVERVIEW

- Artists submit sketches of their vision for the mural, complete with a name or theme envisioned related to a photo opportunity.
- A committee reviews the sketches to ensure that project guidelines are met and selects a winner.
- Artists are notified of the selection and the chosen artist will receive the next steps.

## GUIDELINES

- Artists must comply with all guidelines and procedures outlined below. Artists may submit as many designs as they wish for consideration. Designs must be submitted by 5:00 pm, March 15, 2019.

Designs can be submitted:

By email to: [ziegler.danielle@alliantenergycenter.com](mailto:ziegler.danielle@alliantenergycenter.com)

Or by mail to: Alliant Energy Center  
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1919 Alliant Energy Center Way  
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- Artists must adhere to these four requirements:
  - 1) Design must meet Alliant Energy Center Mural design guidelines:
    - The artwork/design may not be political, derogatory, obscene, lewd, profane or defamatory in any way as determined by the Artist Committee. Alcohol, tobacco, firearms/weapons and gambling references or images are not acceptable.
    - The artwork may not contain a brand mark from any entity.
    - The artist must be the owner of the elements of the artwork/design, or must provide documentation that they have received appropriate rights from third parties to display, reproduce or create derivative works of elements contained in the artwork.
    - Designs must be engaging and encourage photo opportunities to locals and visitors on campus.
    - Must use appropriate paint - paint type and manufacturer must be submitted for approval with final design.
  - 2) Artists must submit a sketch (or sketches) of proposed design to the Artist Committee by the deadline date.
  - 3) The Artist Committee must approve the design before the artist can begin.
  - 4) The artist must agree to and sign an Artist Agreement.
- Vandalism does occur with these types of displays. Objects that are attached to this mural that can be easily removed are attractive for such vandalism so it is important that these objects are secured to prohibit such removal. Repair of vandalized mural will be aggressively explored if possible and evaluated on a case-by-case basis.
- The mural will be displayed on the exterior section of the Exhibition Hall along Alliant Energy Center Way. The dimensions of the space are 75' long x 10' high; minimum size of design space is 37.5' long x 10' high. See enclosed image for reference. The material of the wall is external concrete blocks with white base coat paint.

***It is important to keep in mind that our mural is an interactive display that allows the public to touch and feel the designs. Designs must be created with DURABILITY and public safety in mind. The audiences will be broad-based and of all ages and design should be appropriate for public display.***

## **DESIGNS**

The wall may be painted, sculpted, transformed and adorned but the structural integrity cannot be compromised.

## **SELECTION PROCESS**

Artists may submit as many designs as they wish. The Artist Committee will meet to review the proposals to ensure that the designs conform to the standards outlined above. Once approved, designs will be voted on by the committee and the chosen artist will be notified immediately. Notifications may be made as early as the end of March.

## **COMPLETION OF ARTWORK**

After the artist has completed the mural:

- Artist will be able to sign the mural in the lower right corner.
- A reveal ceremony will be scheduled with Artist and media.
- Promotion of the mural will be managed on the Alliant Energy Center website and through Alliant Energy Center social media channels. We encourage the Artist to promote the mural as well.
- Design will be displayed until mid-April of the following year or longer.
- Artist may be requested to provide possible touch ups once the exhibit is underway. If the artist is not available for necessary touch-ups, another artist may be asked to perform the work.

## **ARTIST AGREEMENT**

If selected, you will be required to sign an Artist Agreement prior to starting the project. The agreement will be available in the end of March.

The basic components of the artist agreement are:

- The submitted artwork proposal and completed mural become the property of Alliant Energy Center. Submissions will not be returned. The artist waives all rights to the designs.
- The submitted proposals will be reviewed by the Artist Committee for compliance with the terms and conditions in the artists packet materials.
- Once approved, the selected artwork will be voted on and the chosen artist will be notified immediately.
- You will agree that you are the original creator of your design.
- You will agree to depict the artwork as accurately as the artwork that was submitted and selected and will be responsible for the safe and secure application of the artwork to the wall surface.
- Proposal submission deadline is **Friday, March 15, 2019 at 5:00 PM.**
- The approximate timeframe for application of the artwork to the completion of the mural will be April 17-May 17, 2019; starting after Midwest Horse Fair and completing by World's Largest Brat Fest. These dates are subject to change.
- Artist will receive a stipend of \$1,000 upon successful completion.

## **QUESTIONS?**

Please feel free to call us and we'll do our best to answer them. Direct them to Danielle Ziegler at 608-267-4142 or [ziegler.danielle@alliantenergycenter.com](mailto:ziegler.danielle@alliantenergycenter.com).

We look forward to receiving your designs and THANK YOU for your consideration!