



2012 CALL FOR ARTISTS

FESTIVAL IMAGE

Bele Chere is an annual downtown street festival benefiting the local economy while celebrating the culture and diversity of Asheville. A 3-day community celebration produced by the City of Asheville Parks, Recreation and Cultural Arts Department, Bele Chere draws over 300,000 attendees and is held on the streets of downtown Asheville. **Four** outdoor stages programmed with **free** live music, **arts** exhibitors, **food** vendors, and a **children's** area make this festival the Southeast's largest free **outdoor street festival**. Bele Chere is a **summer** event that serves as a vacation destination for families, an action-packed weekend for citizens, and a time of year to return home for old friends. The 34th annual Bele Chere Festival is scheduled for July 27, 28 & 29, 2012.

USAGE

- The winning artwork will be used for the poster, both commemorative and promotional, as well as other merchandise items. Products may include, but are not limited to: T-shirts, hats, lapel pins, posters and more.
- Please be aware that certain items will call for more simplified artwork than others, for example a simpler design must be used for an embroidered hat than a poster. For this reason, *please be sure to include ways that your work can be simplified, modified or expanded*. This design can be created by removal of specific elements or images, or by the use of a central "key" image that can be substituted for the whole image.
- Artwork will be selected based on the ability to meet these purposes.

JUDGING CRITERIA

Artists should seriously consider incorporating iconic Asheville design elements that reinforce the Festival's site-specific and historic location in downtown Asheville. The selection committee will be paying particular attention to how the artwork incorporates design elements such as:

Downtown imagery and architectural design elements

Music and the Arts

Mountains

Festival atmosphere (visitors, entertainers, summer sun, street-scene, etc.)

How well any or all of these disparate elements are combined will be a primary judging criteria.

The design **must** include the following elements:

- Bele Chere with the copyright symbol (®)
- July 27, 28, 29 2012
- Asheville, NC

Please keep in mind that the selected artwork will be used for the festival poster, which is approximately 18 x 24" vertical or horizontal. If you are submitting digital artwork, it should be 18 x 24" at 300 dpi. We encourage the submission of conceptual designs also.

SUBMISSIONS

- **All submissions must be received in hand by 5:00pm on February 29, 2012.**
- All materials become the sole property of the Bele Chere Festival and the City of Asheville.
- Materials should be delivered to 4th floor of City Hall, Parks, Recreation and Cultural Arts Department or shipped to Bele Chere Artwork, 70 Court Plaza, Asheville, NC 28801.
- Conceptual designs are accepted.
- Artists may submit more than one entry.
- *****Please do not put your name or the name of your firm on the front of your artwork submission(s).**
- The selected artist will receive a timeline to follow for all other deadlines.

EXPECTATIONS FROM WINNER

- The Bele Chere Festival may require additional work on the original submission. These may include changes to the artwork, camera ready copies, color separations, and simplified versions for various products. These expectations are included in the award package and no other fees will be paid.
- Signatures on up to 200 posters, and a few public appearances.
- The winning artist should expect to work closely with the Bele Chere merchandise committee and staff members.

- The winning applicant must agree to hold all designs and work confidential until the official unveiling of the 2012 Bele Chere Festival Artwork where the artist may be asked to unveil the artwork at a time and location TBA.
- The winner will be available for a period of two hours during the festival at a date and time to be agreed upon by the winner and staff to autograph posters in one of the souvenir booths.

COPYRIGHT NOTICE

- The name “Bele Chere”, its logo and images are owned by the City of Asheville. This invitation allows applicants to use the name and the logo for the use of the 2012 artwork proposals only.
- All submissions become the sole property of the Bele Chere Festival and the City of Asheville. Winning entry and all of its variations and images will be for the sole use of the Bele Chere Festival and the City of Asheville.
- The winning entry must have the registered trademark symbol by the name Bele Chere. (®)
- All submitting artists may request in writing use of the images for personal use. All such requests must be addressed to the Director of Parks, Recreation and Cultural Arts.

REWARDS

- The winning artist will be paid \$1,000. In addition, \$100 of merchandise will be provided with specific items to be picked by the winning applicant. This constitutes the entire payment due from the Bele Chere Festival.
- The winning applicant will be recognized in press releases, introduction at a Bele Chere related event, inclusion in the event guide, recognition on the poster, and at one of the souvenir booths at the festival.

ARTWORK AGREEMENT

I agree to abide by all of the rules and guidelines set forth in this packet:

Print Name

Signature

Address

Date

City, State Zip Code

Phone Number(s)

Email Address

Thanks for your participation! Please contact Stacey Wood with any questions at 828-259-5689 or swood@ashevillenc.gov.

Below are some examples of past year’s artwork

