



2010 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 350,000 attendees and is held on the streets of downtown Asheville. Outdoor stages with a variety of programming, arts exhibitors, food vendors, children's activities, sporting events, and many other exciting activities, 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. This year's festival is the 32nd annual event and is scheduled for July 23, 24 & 25, 2010. *The ideal artwork will tie these components into an image that embodies the community feeling of the festival.*

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, glassware, embroidered items and lapel pins.
- 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

- A panel selected from the Bele Chere Board, Bele Chere staff and outside consultants will judge all designs.
- Decisions will be based on the ability to convey the message of Bele Chere and Asheville, commercial appeal for merchandise use, ability to separate out images of the design on the various merchandise items, and visual appeal.

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

- Bele Chere with the copyright symbol (©)
- July 23, 24 & 25, 2010
- Asheville, NC

Suggested additional elements include any or all of the following:

- Asheville features (downtown buildings, Vance monument, architectural elements, etc.)
- Music
- Art
- Mountains
- Food
- Festival atmosphere (people, entertainers, sun, street scene, etc.)

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.

SUBMISSIONS

- All submissions must be received **in hand by 5:00pm on March 9, 2010.**
- 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.
- 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, variations of the artwork on separate disks, 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 500 posters, and a few public appearances.
- The winning artist should expect to work closely with the Bele Chere souvenir committee and staff members.
- The winning applicant must agree to hold all designs and work confidential until the official unveiling of the 2010 Bele Chere Festival Artwork.
- The winner will unveil the framed artwork at a Bele Chere 2010 Event or Press Conference. Time and place 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 2010 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 **\$1500**. In addition, \$100 of merchandise (at wholesale cost) 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

Email Address

Phone Number(s)