

Steamboat Springs Downtown Mural Opportunity

Installation of public art murals are designed to visually differentiate Steamboat's Downtown Creative District and the city at large in a thoughtful, well-integrated, and compelling way. This program identifies buildings in the downtown area that are in need of color and are a good fit for a mural treatment. We are continually looking for great walls to paint with original artwork.

- There is an application process for building owners to apply to be a site location for mural project. For additional information email: kim@steamboatcreates.org This vibrant art experience within the Creative District in downtown Steamboat Springs will further celebrate creativity and work towards meeting the standards of the Creative District designation (an economic development tool enhancing creative industries in our community).

"All Arts - Steamboat Springs" This 'All Arts' mural project will help enhance downtown vitality via original mural art that celebrates our authentic community. Artists are invited to submit a concept for an original outdoor art painting with the theme of 'All Arts'. Concept should be a reflection and celebration of the arts that happen in Routt County and could include performing arts, dance, theater, music, visual arts, fine craft, writing, poetry, our artistic heritage, etc. Organized by Steamboat Creates, this buzz-worthy project will elevate Steamboat's creative activities utilizing techniques of urban art, street art, painted mural or relief installations. Established and/or emerging artists welcome to apply.

'All Arts' Budget \$6000 artist honorarium (depending on size, design and detail)
Steamboat Creates approves and pays for supplies and equipment including: respirator, scissor lift, power washer, paint, brushes or aerosol spray paint, drop cloths and sealant.

Category Arts, Culture & Humanities - Public Art Programs

Target population Adults (residents & visitors)
Children and Youth
Families
General Public

Submission Requirements:

Submit 3-5 design renderings (jpegs) focusing on the theme *"All Arts - Steamboat Springs"* **extra efforts of overlaying your design on the wall image is appreciated.*

Submit bio, website link and samples of artwork

Provide a cover letter that explains your interest and experience installing murals

Public Art Maintenance All attempts will be made to contact the original artist for repair and maintenance, if not available in a timely or affordable manner then we will hire a professional painter to do the work.

Judging criteria

The success of design will be determined by three key measures:

- 1) artistic merit and design
- 2) hits the mark with the theme 'all arts' celebrating our local creative community
- 3) professional presentation of designs
- 4) experience installing murals

Program success monitoring

The program success is monitored by a members of Steamboat Creates, Yampa Valley Community Foundation, Downtown Public Art Fund Advisors, plus Howelsen Place and Alpen Glow HOA representatives. The committee will include the building owner as they meet to review and jury 'All Arts' designs based on the above criteria. Artists who solicit and encourage community participation on the mural project will be viewed favorably.

Examples of success

Evidence of success will include a variety of social media benchmarks and ultimately by the response from the public -- number of visitors (locals & tourists), feedback from the business community, input from downtown businesses -- as well as response from the creative community. Below artist, Jeff Roth, completed the iconic interactive wing mural on the west-facing wall of Kali's Boutique, June 2016.



Creative lighting technique with Jeff Roth's Wing Mural by Yampa Valley Photography Club member, Zach Shortway

Respectfully submitted by:

A handwritten signature in black ink that reads "Keith".

Kim Keith, Executive Director
Steamboat Creates



Alley facing south wall housing Aspen Botanicals at 115 8th Street, Steamboat Springs
Approximate dimensions: 20' tall and 28' wide (see illustration)

