



**PAINTING
POSITIVITY**

Castle Rock, Colorado Call for Public Art

A partnership of the Town of Castle Rock Public Art Commission and the Castle Rock Artist Cooperative

Downtown Castle Rock Call for Photography Submission February 22, 2021

OVERVIEW

The Town of Castle Rock Public Art Commission (TOCR PAC) and the Castle Rock Artist Cooperative (CRAC) are inviting community members to submit photographs that represent the theme "Painting Positivity"- centered around the ideas of visual storytelling around community positivity. Photographers can share images that inspire or awe from the perspective of community, neighbors, unity, hope, or love. Selected photographs will be aggregated into many, small-scale street art productions throughout Castle Rock.

2020 and 2021 have been challenging, divisive years for our world. Mental health issues are at record highs. This program seeks to use art to trigger important conversations and be the drop of positivity that creates a ripple effect in our community. Through art, we can provide a deeper, more meaningful human experience and provide a message of community for the future. The selected photographs will start these conversations and make positivity the star.

In 2020, the Public Art Commission conducted research to uncover the community's thoughts on art and its impact. Here are a few excerpts from that research:

"Art can bind people together."

"It brings people together, it tells stories."

"Art unifies the community."

"Art expands your horizons."

"It's not a community without art and culture. Going back to the caveman days and the painting on the walls, there is no culture without art."

"Ultimately, it may surprise no one to discover that arts and arts education have strong positive effects on wellness and quality of life. Throughout human history, in virtually all cultures, the arts have been viewed as a hallmark of civilization—so why not of health and human development?"

National Endowment of the Arts, The Arts and Human Development,

2011

In thriving downtown communities all over the world, art and culture are found and studies show that people enjoy being in places that are interesting and engaging, and art brings value to a place. There is a growing excitement within the Castle Rock art community, downtown

businesses, and residents to add additional artistic places of interest to Downtown Castle Rock. A recent public art survey showed that 92% of respondents felt art added value to their community. The mural projects will be highly visible to locals and tourists alike and enhance and beautify our downtown.

WHO WE ARE

Incorporated in 1881, the Town of Castle Rock is a vibrant and spirited community with a rich history and heritage. The TOCR PAC functions as the catalyst for local public art experiences and works to enhance community vibrancy and small-town character. The mission of CRAC is to bring the beauty and experience of art to the community. CRAC is a privately funded nonprofit institution that relies on the generosity of individuals, corporations, and foundations to help support all of our activities.

SITE LOCATIONS AND SPECIFICATIONS

A selection of the submitted photographs will be used to create many large-or small-scale images or mosaics throughout Castle Rock. Business and organization partners may feature these temporary installations on their buildings and sidewalks, and the images may be utilized in public art installations such as vinyl wraps, murals or other forms of street art.

Photograph requirements:

Photographs can be submitted at castlerockartistscoop.com/paintingpositivity. Photographers will be asked to sign a waiver/release upon submission.

- The photo should be a high-resolution photograph of at least 300 dpi at 3,000 pixels on the longest side.
- Images should be saved as **jpeg file** format.
- Images should be submitted in a square format, **no larger than 8" x 8"**.

PROJECT CONSIDERATIONS

- Submit up to five photographs that communicates and promotes "positivity" through the use of design, color, and subject matter for public viewing of all ages.
- Generate a work that is artistically engaging and sufficiently stimulating to ignite conversation, foster interaction, and evoke appreciation by the general public.

ELIGIBILITY

The request for entries is open to all professional and amateur photographers with legal status to work in the United States without preference to racial/ethnic origins, gender, sexual orientation, religious affiliation, or disability.

OWNERSHIP

You retain your rights to your photograph; however, by submitting a photograph(s), you grant the Town of Castle Rock's Public Art Commission and Castle Rock Artist Cooperative a royalty-free, world-wide, perpetual, non-exclusive license to publicly display, distribute, reproduce and create derivative works of the entries, in whole or in part, in any media now

existing or later developed, for any purpose, including, but not limited to, advertising and promotion of the art and its website, exhibition, and commercial products, including but not limited to Town publications. the TOCR PAC and CRAC will not be required to pay any additional consideration or seek any additional approval in connection with such uses.

BUDGET

This call for entries is asking photographers and any citizens to donate their image to TOCR PAC and CRAC to use as an installation(s) for the public good.

SELECTION PROCESS/CRITERIA

A selection committee has been assembled by the TOCR PAC and CRAC for this project. Members of the committee are Castle Rock citizens, local business owners, and stakeholders. The selection committee will review all submitted photos and determine which photographs to use.

DEADLINE

All entries must be submitted electronically by 5:00 PM, **March 30, 2021**. Submissions will be accepted online at: <http://castlerockartcoop.com/paintingpositivity/>. You will be asked to submit your information, photograph(s) and sign a waiver/release for each submission.

TIMELINE

The photographs will be sorted and combined to create a wholly new items for print production purposes. From there, the Painting Positivity Committee will make recommendations to the boards of the Public Art Commission and the Castle Rock Artists Cooperative. Once the new forms of art are approved by respective boards, production will take place in April - May of 2021. The project timeline may be adjusted by the TOCR PAC and CRAC as deemed appropriate.

Timeline (subject to change)

February 22, 2021	Announcement and distribution of call
March 30, 2021	Deadline for receipt of photographs
April 8	PAC Approval of Artworks
April-June, 2021	Production and completion of installation in Castle Rock

QUESTIONS

Maia Aman | Administrative Supervisor
Town of Castle Rock | Parks and Recreation Department
1375 W. Plum Creek Parkway | Castle Rock, CO 80109
direct 720.724.2095 | cell 303.519.7932 | maman@CRgov.com