

“Paint the Town”
2024 Mural Art Open Call Guidelines
February 13, 2024

The Oneonta Business Association (OBA) is hosting an open call for Phase Two of our Paint the Town Project. Artists are invited to submit a proposal to permit public mural art in Downtown Oneonta. Artwork will be featured in the alleyway of the 300 block (located behind Tin Town Brewing, The Neely Theatre & Redeemer Church). Please review submission guidelines listed below and complete the attached forms. Submissions are due by September 31 (early submissions are welcome)! The walkway will be divided into several sections and feature a variety of artwork by artists in pre-assigned workspace. Creativity is greatly encouraged!

ELIGIBILITY

- Student artists are welcome! Artwork will be supervised by OBA members, volunteers, and professional muralists.
- Should your design be selected, you will be required to complete a Memorandum of Agreement with the OBA, outlining the timeline, deadline, and other details.
- Your completion of this submission process is not a guarantee of approval.
- Artists applying for consideration must complete, sign, and submit the information form and supporting documentation between now and the deadline of September 31, 2024.

JURY INFORMATION

- Submissions will be reviewed by members of the OBA Paint the Town Committee.
- Once approved, submissions will be sent to the City of Oneonta’s Mural Review Committee for official permitting.
- The proposed site for this mural project is privately owned. Designs are subject to approval by property owners.
- The OBA reserve the right to approve or deny submissions should the work fail to meet OBA guidelines or standards for public mural art projects.
- You will be notified regarding the status of your submission.

DESIGN & SPECIFICATIONS

- Design and content must be appropriate for viewing by individuals of all ages.
- Medium is open but must be proven to sustain exterior elements. Color is encouraged.
- All paint is Benjamin Moore Aura, approved by the City of Oneonta, and will be supplied to students.
- Other types of paint must receive approval prior to use. Brushes or rollers will be needed for the project. You are responsible for your brushes, rollers, and other supplies.
- Please note that a donation of Benjamin Moore paint enables us to provide you with many colors that can be up- or down-tinted to meet the needs of your submission.
- You may request a local business to sponsor you. We will provide publicity for any sponsorships.
- Your signature or hashtag may only take up a small area on the bottom right corner of your designated space, no more than half a square foot or 6 in. x 6 in.
- No advertisements will be permitted.

DESIGN & SPECIFICATIONS (continued)

- You may submit your concepts as hand-drawn designs or digital files (jpg or pdf).
- Executed work must be true to the submitted and approved design concept and all work must be completed by November 26, 2024, to be revealed before the OBA's Community Christmas Tree Lighting Celebration at the Gazebo Green.
- Please keep area clean and orderly while working, packing up all supplies and placing trash in receptacles after *each* work session.
- The artist must submit original artwork. No copyrighted logos or artwork may be used.
- The artist assigns all rights to the OBA, including copyrights, if any, so that the public can benefit from the art.

TIMELINE

- **February 13, 2024:** Issue call for artists to participate in the *Paint the Town* project.
- **September 31, 2024: Deadline for applications. Extensions for extenuating circumstances will be reviewed on a case-by-case basis.**
- Committee will review submissions as they are received. Early submissions are encouraged!
- Approved submissions are sent to the City of Oneonta's Mural Review Committee for permitting.
- Once your mural is permitted by the City of Oneonta, murals will be given space designations based on design of the mural and approval from the property owner. (The OBA will handle the permitting and approval process with the City & property owners for you.)
- Spaces will be cleaned, primed, and made fully ready for you to paint,
- **October 15, 2024:** All applicants will be advised as to their participation in the project, if they have not already been notified.
- **Approved artists may begin their work on their assigned space as soon as they are notified by the OBA. The early bird gets the worm!**
- **November 26, 2024: All work MUST be completed.**
- **December 05, 2024:** Thursday night of the lighting of the Festival of Trees. Dedication and Open House for the Murals. 4-6 p.m. Please make plans to attend. All muralists will be recognized from the Gazebo Area and awards given at 6 p.m.

QUESTIONS?

- Call Lisa Wester: 205-966-8346
- Email: lisaswester@icloud.com

TIP: We encourage you to ask your teachers and parents for help. This opportunity will have a lasting impact the community will enjoy for decades. The OBA is here to help facilitate this artistic endeavor for you and will be available to help where needed. Please don't hesitate to reach out with questions!