

CALL FOR ARTISTS



Project Description:

The Paint a Planter Project seeks to beautify the SouthSide Art District's flower planters by turning them into "functional art" pieces using local artists' original painted artworks.

Artist Qualifications:

The SouthSide Arts District invites all professional, amateur, and student artists in the Bethlehem & Lehigh Valley areas to submit 1-2 designs for consideration. Special consideration will be given to Bethlehem area residents and Bethlehem Area School District student groups.

Planter Measurements:

Height: 32"

Diameter: 25"

Circumference: 78.5"



Design Requirements. All designs must:

- Be complete and original artwork.
- Meet community standards of appropriateness.
- Not include any logos, advertisements, or text unless otherwise approved.
- Be submitted digitally in JPEG, PNG, TIFF, or PDF file formats.
- Be accompanied by the attached Consent & Copyright Transfer Forms.

PROJECT DETAILS

History:

The SouthSide Planters are made from repurposed McWane Ductile iron water pipes which are known for their tectonic and earthquake resistant durability. McWane Ductile is a national company specializing in water distribution and infrastructure. After the closure of Bethlehem Steel in 1995, many of the former steel workers became employees of McWane Ductile-New Jersey.

Inspired by the historical significance of the Bethlehem Steel, McWane Ductile generously donated 15 of the iron pipe planters to the Bethlehem Economic Development Corporation in 2015. The remainder planters were purchased, donated, or sponsored by: The Stone House Group, Fifth Street Capital Partners, the Bethlehem Redevelopment Authority, Community Action Development Committee of Bethlehem, and Lehigh University. As of 2022, there are 71 flower planters on the SouthSide.

How to apply:

All applicants should submit their designs and required forms to the google form link below:

<https://forms.gle/wmpT8odKNsE6FwPA6>

Selection Process:

Every submission will be reviewed and considered by the SouthSide Arts District Design committee. Once an application is approved by the Design Committee, it will be recommended and forwarded to the Bethlehem Fine Arts Commission for a final review and approval of the design as public artwork in the City of Bethlehem.

After the final application approval, the SouthSide Arts District will contact the artist(s) to assign them a planter location and establish a mutually beneficial date and time for the artist(s) to execute work. Approved applicants will receive a \$100 stipend for the purchase of required supplies, labor, and any needed supplemental materials.

Required Supplies:

- Acrylic Paints
- Brushes



Consent to Participate Form

By signing below, I confirm that I have read and understood the details, terms, and conditions of the project. I agree to have my design(s) considered for inclusion in the Paint a Planter Project by the SouthSide Arts District, a program of the Bethlehem Economic Development Corporation.

I agree to be contacted in the event my application is approved to discuss further project details.

I confirm that all the information I have provided in this application is true and accurate.

Please sign below:

If under 18, you must have a parent or legal guardian review and sign this form

Artist Signature:

_____ Date: _____

Parent/Guardian Signature (if applicable):

_____ Date: _____

Transfer of Copyright Ownership of Designs

By signing this Copyright Transfer Form, the undersigned (hereinafter, "the Artist") will relinquish all personal, professional, and ownership rights of all submitted designs to the Bethlehem Economic Development Corporation if the application is approved for inclusion in the Paint a Planter Project.

BEDCO is free to transfer, assign, donate, sell, or otherwise utilize for any purpose, the designs at its sole discretion.

The Artist reserves the right to showcase their submitted designs and associated variations in their portfolio, and in any number of online galleries or social media, as well as in printed literature including, but not limited to books, brochures, and magazines.

Designs that are not approved for inclusion in the project will remain the sole property of the Artist.

The Artist also confirms that all designs are their own original creations and are not in violation of any Copyright, proprietary, or personal rights of others.

Please sign below:

If under 18, you must have a parent or legal guardian review and sign this form.

I _____ agree to the Terms and Conditions as set forth above.

Artist Signature:

_____ Date: _____

Parent/Guardian Signature (if applicable):

_____ Date: _____

SouthSide Arts District Downtown Manager Signature:

Erin Zebertavage

_____ Date: _____