



# Call for Artists and Entry Guidelines

## Milford, Massachusetts

The Milford Cultural Council is issuing a Call for Artists to submit designs for a mural to be installed in Milford's centrally located Town Park.

Milford has partnered with National Fitness Campaign (NFC) and Blue Cross Blue Shield of Massachusetts to install a Fitness Court in Milford Town Park. As part of this project, the council is looking for digital artwork to be featured on its 32' wide multipurpose training wall.



**Area artists are encouraged to submit designs for consideration NOW through FRIDAY, JANUARY 12, 2024. The selected artist will work with the NFC to adapt their art to fit the court and will receive a grant of \$5,000.**

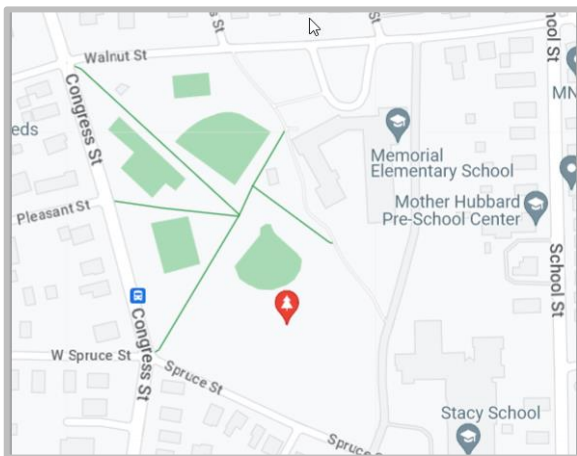
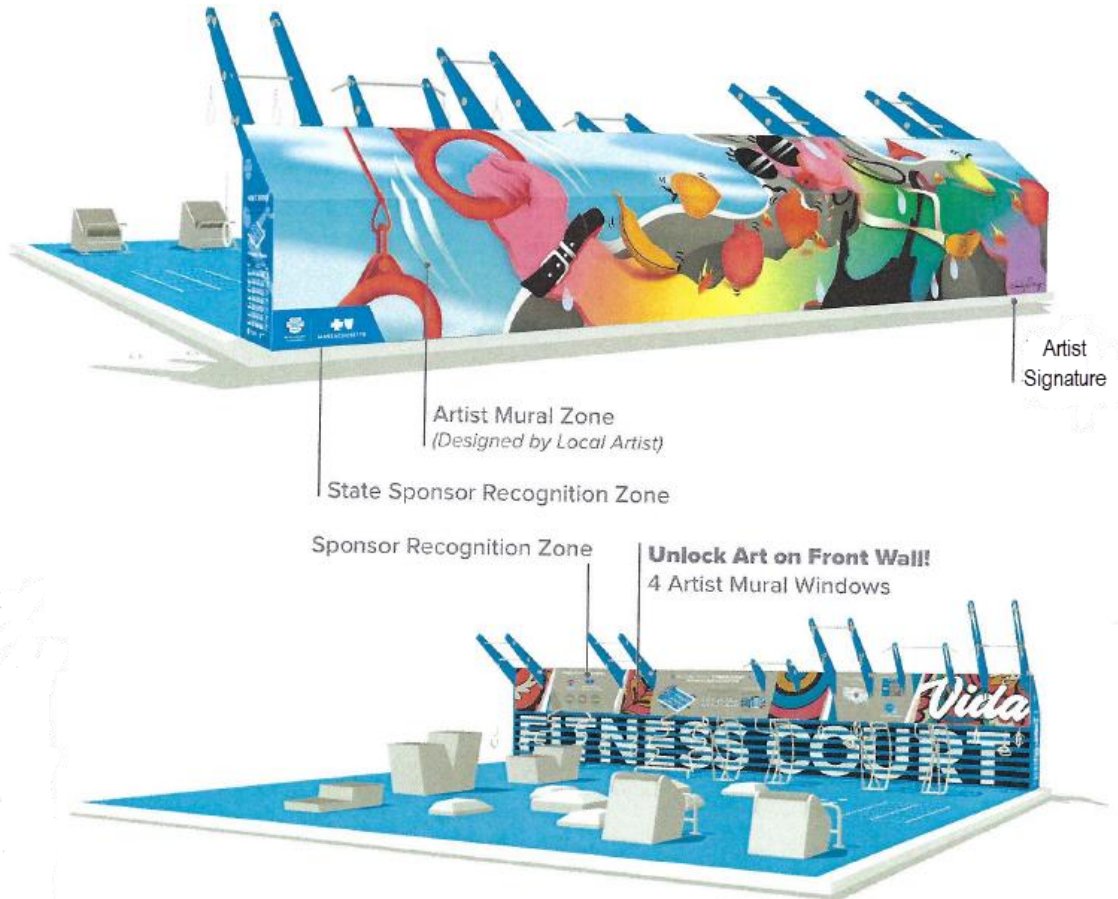
This document includes what you need to know about the mural project, site location, eligibility, design criteria, and application requirements.

- To learn more about the Fitness Court, visit: [nationalfitnesscampaign.com/fitness-court](https://nationalfitnesscampaign.com/fitness-court)
- To see examples of past public art on the Fitness Courts, visit: [nationalfitnesscampaign.com/local-artists](https://nationalfitnesscampaign.com/local-artists)

## About the Mural

The Fitness Court mural wall will be 32' L x 7' H in size and printed digitally on high quality anti-graffiti laminated vinyl. The front side of the Fitness Court training wall will also feature four small zones of artwork (“windows”) framing the Fitness Court usage and reference information. The two side panels of the training wall will feature the selected artist’s headshot, logo, and short bio/description of the work. The winning artist will be joining a network of over 30+ artists across the country who have participated in the campaign.

See more information about the campaign and local artist participation at: [nationalfitnesscampaign.com/local-artists](https://nationalfitnesscampaign.com/local-artists)



## Site Information

The Fitness Court will be installed in Milford Town Park, which is located east of Congress Street between Walnut Street on the north side and Spruce Street on the south side.

Memorial Elementary School and Stacy Middle School are adjacent to the park.

## Artist Eligibility and Requirements

- **Applicants must be 14+ years old.** Minors under the age of 18 will need parental consent to enter the contest.
- The winning artist will be required to provide a completed W-9 form.
- Artists can submit more than one design, but each design must be submitted with its own entry form.
- **The deadline to submit design proposals is midnight on FRIDAY, JANUARY 12, 2024.** The Milford Cultural Council reserves the right to extend this deadline.
- All submitted designs and images must be the original work of the contestant. No third-party artwork or images, including clipart or copyrighted graphics, can be used.

## Design Criteria







- Artwork should promote positive, light-hearted imagery and represent local or regional values unique to the area. The goal is to share **fun, vibrant, innovative artwork** that tells the story of wellness and fitness in our community.
- Recommended themes for the artwork include:
  - Equity and Inclusion
  - Healthy Community
  - Diversity and Belonging
- Artwork must incorporate the Fitness Court selected powder coating color: Pantone 2191C (NFC Cyan Blue) and follow Blue Cross Palette guidelines. *Refer to the chart below.*
- Artwork must not reference any fitness equipment that is not a part of the Fitness Court (weights, treadmills, etc).
- Artwork must not include references to playgrounds or young children (for safety purposes and to avoid confusion).
- Artwork cannot serve as an advertisement for any brand or business.
- No large words or phrases are allowed in the art.

Proposed designs will be ineligible if they involve:

- A breach of intellectual property rights (i.e., somebody else's idea).
- Trademarks, brand or business names, logos, or copyrighted images.
- Nudity, violence, or anything harmful or offensive to a third-party.

**BLUE CROSS BLUE SHIELD OF MASSACHUSETTS COLOR PALETTE**

Artwork must include the Fitness Court powder coating color: Pantone 2191C (NFC - Cyan Blue) and BCBSMA color palette.

MUST INCLUDE	MUST INCLUDE 1 or More
<b>NFC CYAN</b>	<b>BCBSMA COLOR PALETTE</b>
	
<b>NFC Cyan Blue</b> Fitness Court Powder Coating PANTONE 2191C HEX: #009BD3	<b>Brand Blue</b> PANTONE 3005C CMYK 84, 51, 0, 0 RGB: 37, 116, 187 HEX: #25748B
	
	<b>Deep Blue</b> PANTONE 2955C CMYK 100, 77, 29, 13 RGB: 13, 72, 119 HEX: #0D4877
	
	<b>Sky Blue</b> PANTONE 2995C CMYK 63, 3, 0, 0 RGB: 2, 195, 254 HEX: #02C3FE
	
	<b>Warm Orange</b> PANTONE 179C CMYK 0, 79, 81, 0 RGB: 253, 93, 59 HEX: #FC5C3B
	
	<b>Warm Orange</b> PANTONE Only RGB: 217, 61, 33 HEX: #D93D21

Please reach out to [design@nfchq.com](mailto:design@nfchq.com) with any questions regarding the design criteria.

## How to Submit Your Design

- Designs must be submitted digitally, in high resolution. Designs may be created with computer drawing programs OR traditional media that have been scanned into a high-quality digital version.
- NFC highly recommends vector graphic submissions that are created in Adobe Illustrator or other vector graphic program. Vectors are infinitely scalable and should be designed in the proportions of the dimensions listed below under “Artwork Dimensions.” These can be submitted in any of these file types:
  - Adobe Illustrator (ai)
  - Adobe PDF (pdf)
  - Illustrator EPS (eps)
  - Scalable Vector Graphic (svg)
  - PSD, JPG or other rasterized graphics, needs to be the exact dimensions, at least 200 dpi, preferably 300
- Final designs cannot be created in Procreate.
- **Submissions must be made online using the form at this link: [bit.ly/mcc-callforartists](https://bit.ly/mcc-callforartists)**  
Be sure to enter all required information and to upload the digital file of your design. You also need to include samples of your work. You can do this by sharing a PDF file or a link to your portfolio website.

➤ **DEADLINE to Submit Design Proposals: Friday, January 12, 2024 at Midnight**

## Artwork Dimensions

The Fitness Court will feature the winning artwork on the rear mural wall (32’ x 7’), as well as on four windows on the front wall. You can choose to submit different designs for the front wall windows, but this is not required. If you choose to submit different designs for the windows, they must match the overall theme of your rear mural wall design.

Your artwork should be created with the understanding that it will be scaled up to a larger size! The two tables below show the print areas on the Fitness Court rear and front walls. A template with these dimensions is included on page 7 of this document. An Illustrator template is available upon request. Please email [design@nfchq.com](mailto:design@nfchq.com).

### Rear Mural Wall

	Inches	Feet	Pixels
<b>Rear Mural Wall</b>	384”w x 85.75”h	32’ x ~7’	27647.99 px w x 6174 px h

### Front Wall Windows

Window	Inches	Feet	Pixels
<b>1 (far left)</b>	34.5”w x 32.5”h	2’10.5”w x 2’8.5”h	2484 px w x 2340 px h
<b>2</b>	33.5”w x 32.5”h	2’9.5”w x 2’8.5”h	2412 px w x 2340 px h
<b>3</b>	48.75”w x 32.5”h	4’0.75”w x 2’8.5”h	3510 px w x 2340 px h
<b>4 (far right)</b>	77.75”w x 32.5”h	6’5.75”w x 2’8.5”h	5598 px w x 2340 px h



## **About the Approval Process and Winning Design**

**The winning artist will be contacted before March 1, 2024.**

*The winning artist will work closely with NFC to ensure the artwork is aligned with the Fitness Court design templates and standards. The final art will be created after the winning artist's selection has been confirmed. Please note the following additional information:*

- Milford, the Milford Cultural Council, and NFC reserve the right to approve or reject any artist/design or make suggestions on final art.
- NFC's national/state-wide sponsors reserve the right to review final artwork submissions. Logos may be represented on the back wall alongside the artwork.
- Milford, the Milford Cultural Council, and NFC may alter, modify or revise the submitted design as it sees fit to achieve the needs of the Town. The selected artist will collaborate with NFC to fit artwork within Fitness Court design templates and standards.
- Contestants agree that Milford, the Milford Cultural Council, and the National Fitness Campaign may use their submissions and names for advertising campaigns and/or marketing materials in the future. Milford, the Milford Cultural Council, and NFC reserve the right to share press and promotions of artwork and promote Fitness Court renderings or final install images on NFC's website, social media channels, marketing collateral, and as an example to other campaign partners. NFC reserves the right to print and/or reprint artist artwork onto Fitness Court vinyl for application at selected and predetermined Fitness Court site location. NFC will not reuse artist designs for any other Fitness Court site location without the artist's permission.
- The winning artist will retain the rights to their artwork and are free to reproduce it as they see fit.
- **The grant award will be mailed to the winning artist after final installation of the artwork by National Fitness Campaign.**

## **Requirements of the Winning Artist**

The selected artist will be required to provide:

- High resolution digital files of artwork for back and front wall.
- Vector or high-resolution version of artist's signature to be featured on the back wall in bottom left corner.
- Name/title of artwork to be featured on side panel wall.
- 3-5 sentence artist bio to be featured on side panel wall.
- High-resolution portrait of artist (200+ dpi, 9.5" x 9.5") to be featured on side panel wall.
- Social Media handles and/or personal website for promotion to be featured on NFC's website: [nationalfitnesscampaign.com/public-art](https://nationalfitnesscampaign.com/public-art)
- Completed W-9 for grant allocation.
- Address for grant check to be sent.

## Artist Recognition

Both side wall panels of the Fitness Court will have a space where the artist will be highlighted. These sections will include a portrait of the artist, artist's signature, name of the artwork, and a short bio of the artist. *See illustration below.*

In addition, the artist's Social Media handles and/or personal website will be featured on NFC's website: [nationalfitnesscampaign.com/public-art](http://nationalfitnesscampaign.com/public-art)

The winning artist will be invited to a launch event/ribbon cutting to promote their art.

**SIDE WALL PANEL - ARTIST PROFILE**

Both side wall panels will have a space where the artist will be highlighted. It includes a portrait of the artist, the artist's signature, the name of the artwork and a short bio of the artist.

**Close up of installed side wall panel**

**Artist at ribbon cutting receiving Artist Grant Award**

**Installed side wall panel**

**Side wall panel - print preview**

Movement	Duration	Instructions
1	1:00	WALK
2	1:00	WALK
3	1:00	PUSH
4	1:00	WALK
5	1:00	PULL
6	1:00	WALK
7	1:00	BEND

## Questions?

Please submit questions about this Call for Artists and the submission process by email to: [CulturalCouncil@townofmilford.com](mailto:CulturalCouncil@townofmilford.com). Technical questions regarding file types and dimensions should be emailed to [design@nfchq.com](mailto:design@nfchq.com).

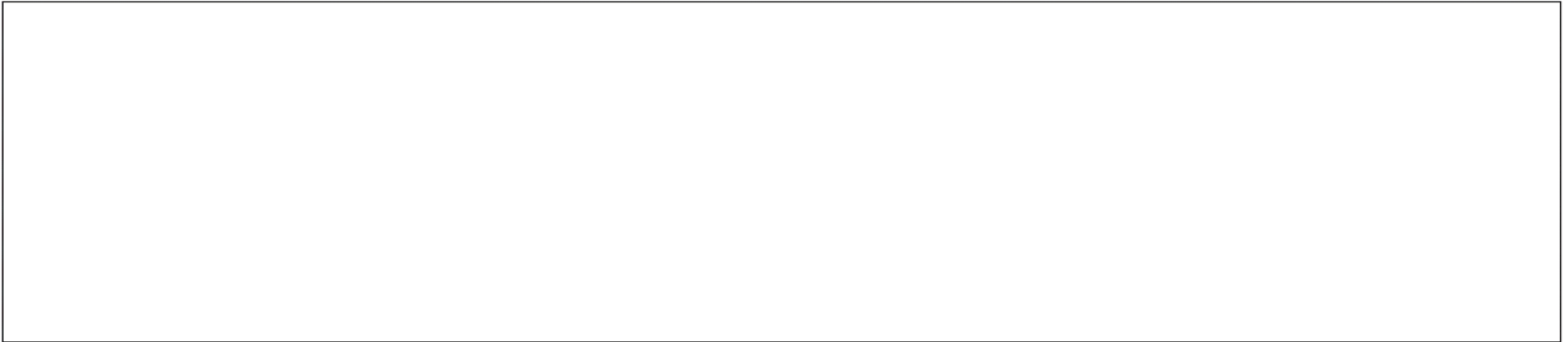
You can learn more about the Milford Cultural Council on our town website page ([MilfordMA.gov/milford-cultural-council](http://MilfordMA.gov/milford-cultural-council)) and our social media:

- Facebook: [FB.com/MilfordCulturalCouncil](https://www.facebook.com/MilfordCulturalCouncil)
- Instagram: [Instagram.com/MilfordCultural](https://www.instagram.com/MilfordCultural)

# LOCAL ARTIST FITNESS COURT® TEMPLATE

appropriate/best file types: Adobe Illustrator (ai), Adobe PDF (pdf), Illustrator EPS (eps), or Scalable Vector Graphic (svg)  
if psd, jpg or other rasterized graphics, needs to be the exact dimensions above at at least 200 dpi, preferably 300

**Rear Wall** 384"w x 85.75"h



## Front Wall

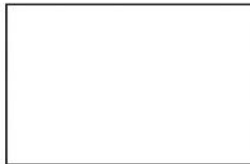
**Window 1**  
34.5"w x 32.5"h



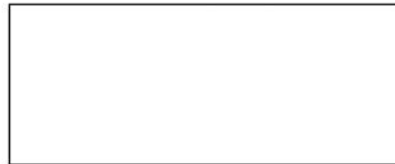
**Window 2**  
33.5"w x 32.5"h



**Window 3**  
48.75"w x 32.5"h



**Window 4**  
77.75"w x 32.5"h



Example Artwork



Example Artwork



Example Artwork



\*Designs of front and rear may be the same, if not they must match overall theme of design.