



MILFORD CULTURAL COUNCIL BRUSH TO TABLE PICNIC TABLE PROJECT

Call to Artists and Sponsors

Statement of Purpose

As a local partner of the Massachusetts Cultural Council, the Milford Cultural Council Public Art Subcommittee (MCCPAS), in partnership with the Milford Parks Department (MPD) and the Milford Highway Department (MHD), is proud to announce the *Brush to Table* Picnic Table Project, a series of ten picnic tables to be creatively painted by local artists. MCCPAS seeks proposals for *Brush to Table* submissions to be installed at varying public locations in Milford.

➤ **Deadline to Submit Design Proposals and Sponsorship Entries: Friday, April 16, 2021**

Who Can Participate?

This public art project welcomes participation by artists to submit designs and paint the tables, as well as by local businesses and groups to sponsor each table. Artists and sponsors will be recognized on a metal plaque that will be installed on each table upon completion.

Anyone can apply to design and paint a picnic table, including both amateur and professional artists—as well as art and educational institutions, businesses, youth groups, and beyond. We would like to have the broadest possible reach in hopes of acquiring the highest level of talent and imagination for this project. Participants from art educational institutions may consist of students, faculty, and alumni. All submissions must be approved by the MCC Public Art subcommittee.

Community groups, service clubs, businesses, schools, churches, residents, artists, and other community groups and/or organizations are eligible to sponsor tables.

Artist Proposals and Design Criteria

The MCC will provide 10 picnic tables for artistic display and practical use. The tables will be one piece with benches attached, all made from pressure-treated wood; the dimensions of the table are given in the Entry Form. Artists and/or sponsors who wish to design a table must complete and submit the Entry Form, which includes a template for depicting their proposed design. Please be as specific as possible in explaining the details of your work proposal.

Each artist is welcome to submit more than one design proposal.

Applications will be reviewed by the MCC Public Art subcommittee based on feasibility, originality, innovation, and adherence to design criteria.



The Milford Cultural Council seeks to promote excellence, inclusion, education, and diversity in the arts, humanities, and sciences to foster a rich cultural life for all Milford residents, thereby contributing to the vitality of our community and economy.

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Artists are encouraged to consider the context in which the table is placed as an inspiration for each design. Final locations for this initial set of tables will include, but not necessarily be limited to:

- Garden of Hope at Fino Field
- Natural area at the corner of Dilla Street and Sumner Street
- Rosenfeld Park
- Plains Park
- Fields at Milford High School

The MCC Public Art Committee acknowledges that everyone relates to their creative forces differently, as well as their respective art influences. Design proposals should be positive, original, and colorful and may (but are not required to) reflect the following:

- The immediate environment in which the table is located
- The character or culture of the Town of Milford
- The history of the area
- Community pride
- Creativity

All design proposals must be family friendly and therefore appropriate for all viewing audiences.

Designs CANNOT include letters or numbers.

Proposals 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

Paint Specifications

Artists agree to follow these instructions for the preparation, painting, and finishing of their tables:

- 1.) Prime all wood surfaces, top, and bottom with oil-based exterior primer.
- 2.) Sand surfaces smooth to accept topcoat.
- 3.) Paint approved design with exterior acrylic enamel.
- 4.) Apply three coats of clear gloss marine spar varnish coating, lightly sanded and cleared of dust with tack cloth between coats.

Space will be provided on Town property for the painting of each table. Any artist who prefers to complete their work on their own property will need to provide a check made out to the Town of Milford for \$100 for the MCC to hold as a deposit. The MCC will return the check when the completed table has been delivered back to the Town.

Table Sponsorship Guidelines

Community groups, service clubs, businesses, schools, churches, residents, artists, and other community groups and/or organizations are eligible to sponsor tables.

Sponsors may choose an artist to work with on a design proposal OR they may select an approved design from a portfolio provided by the MCC. Sponsors are responsible for the stipend to be paid to the artist for their work. This stipend is to be negotiated and decided upon by the artist and sponsor. The MCC will not be involved in this negotiation.

Potential sponsors are welcome to agree to support more than one table design.

Stipends and Agreements

Sponsors agree to pay the artist a stipend in the range of \$250 to \$500. This amount will be negotiated between the sponsors and artists.

Each artist and sponsor must agree that all designs remain the ownership of the Town of Milford into perpetuity. The MCC retains the sole right to reproduce and distribute the designs for the purpose of promoting the project and related events. The MCC also has the sole right to use the designs on any merchandise and in any publications yet to be determined. No payments will be made to the artists and/or sponsors for these rights.

Artists and sponsors agree that their names, design, and table name may be listed in guidebooks, maps, or other promotional material as deemed appropriate by the MCC and the Town of Milford.

The artist will be notified if any repairs are required to a picnic table during the public display period. Should the artist be unavailable, the Council and/or sponsor will decide how repairs will be accomplished.

The finalized table is Town of Milford Parks Department property. The Parks Department will be responsible for maintaining all tables. There is no guarantee of how long the artwork will remain displayed, but a best faith effort will be made by the MCC and the Town of Milford to preserve the tables as long as feasible. The Town of Milford has the right to remove the tables at any time.

What Steps Are Involved?

1. Applicants (artists and sponsors) need to mail, email, or deliver to Town Hall a completed proposal so it is received by April 16.
 - Email: culturalcouncil@townofmilford.com
 - US Mail: Milford Town Hall, Attention: Milford Cultural Council, 52 Main Street, Milford, MA 01757
 - Deliver: Drop boxes located outside Milford Town Hall
2. The MCC Public Art subcommittee will evaluate all design concepts submitted. The MCCPAS has sole discretion to accept or reject any design. Once a design has been approved, it may not be changed without approval of the MCCPAS.
3. The MCC will notify winning artists and sponsors by April 26.

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Public Unveiling and Permanent Display

The picnic tables will be on public display at Plains Park on Cedar Street in mid-July and then moved to their final locations the following week.

Engraved metal plaques will be placed on each picnic table announcing the sponsor and artist, as well as the name given to that picnic table. These plaques will be provided and installed by the MCC.

***Brush to Table* Timeline**

- 1.) April 16: Deadline to submit entry forms and designs to the MCC either by email or by hard copy at Milford Town Hall.
- 2.) April 26: MCC announces winning designs and sponsors and communicates with artists a schedule for painting.
- 3.) July 21: All completed tables are displayed at Plains Park for public view. Tables will be moved to their permanent locations the following week.

What About Copyright?

The artist owns the copyright of the artwork created for the *Brush to Table* project and may use it for portfolio purposes but not commercial purposes for a period of two (2) years. However, the MCC may enter into an additional agreement with the artist if commercial products are produced by the MCC or the *Brush to Table* committee. The artist further agrees to allow the MCC to use the artwork image in any noncommercial way, to promote the MCC and the Town of Milford of associated events. The MCC and the Town agree to use all images in a professional manner and will label all images with the artist's name attached. In addition, the Town reserves the rights to make and use promotional footage collected for television, web publication, and other media outlets.

Questions?

Please submit any questions by email to: CulturalCouncil@townofmilford.com

MILFORD CULTURAL COUNCIL BRUSH TO TABLE PICNIC TABLE PROJECT

DESIGN CONCEPT ENTRY

(Form to be used by Artist Only, Sponsor Only, OR Sponsor/Artist Team)

PLEASE PRINT

SPONSOR NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

PLEASE PRINT

ARTIST NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE _____ Email: _____

Proposed Name of Picnic Table _____

*This name/title will be included on the engraved plaque installed on each table upon completion.
The plaque will also include the sponsor's name and the artist's name.*

Template of the Picnic Table design must be submitted with this form.

Description & Explanation of Design:

Additional pages are permitted if necessary.

ARTISTS: Please attach photos of past artwork if possible.



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DESIGN CONCEPT ENTRY

(Form to be used by Artist Only, Sponsor Only, OR Sponsor/Artist Team)

Once the project has concluded, the Parks Dept will attempt to locate your table in the Milford park of your choice for at least one summer season. All requests may not be possible, but a best faith effort will be made.

Which park would you like to see your picnic table in? Garden of Hope at Fino Field, natural area at the corner of Dilla Street and Sumner Street, Rosenfeld Park, Plains Park, or fields at Milford High School_____

For design submitted by - ARTIST Only

I (artist)_____ understand that my concept entry(s), if accepted, will be shown to potential sponsors. I have read and understand the "Call to Artists and Sponsors" that was provided for review by the MCC. Any design submitted becomes the property of the Town of Milford into perpetuity.

Artist's signature:_____ Date:_____

For design submitted by - SPONSOR Only

I (sponsor)_____ would like to sponsor a table to be selected from the portfolio of approved designs submitted by all artists. I agree to pay to the artist a stipend to cover their supplies and work and will negotiate this amount directly with the artist. I have read and understand the "Call to Artists and Sponsors" that was provided for review by the MCC. Any design submitted becomes the property of the Town of Milford into perpetuity.

Sponsor's signature:_____ Date:_____

For design submitted by – SPONSOR and ARTIST Team

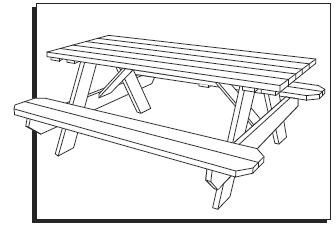
We understand that our design entry, if accepted, becomes the property of the Town of Milford into perpetuity. We have read and understand the "Call to Artists and Sponsors" that was provided for review by the MCC.

Artist:_____ Date:_____

Sponsor:_____ Date:_____

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DESIGN CONCEPT ENTRY



59"

72"