



TRASH TO TREASURE BARREL PROJECT 2022 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 *Trash to Treasure* Barrel Project. We are planning a series of 12 trash barrels (30-gallon steel drums) to be creatively painted by local artists. MCCPAS seeks proposals for *Trash to Treasure* submissions to be installed in various locations along the Upper Charles River Trail and in Milford parks.

➤ **Deadline to Submit Design Proposals and Sponsorship Entries: Friday, June 17, 2022**

Who Can Participate?

This public art project welcomes participation by artists to submit designs and paint the barrels, as well as by local businesses and groups to sponsor each barrel. Artists and sponsors will be recognized on a metal plaque that will be installed on each barrel upon completion, as well as in an online portfolio of all final designs.



Sample Plaque Created for 2021 Brush to Table Picnic Tables

Anyone who is a Massachusetts resident can apply to design and paint a barrel, 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 barrels.

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.

WEB: MilfordMA.gov/milford-cultural-council | EMAIL: CulturalCouncil@TownofMilford.com

MilfordCulturalCouncil | MilfordCultural

Artist Proposals and Design Criteria

The Milford Parks Department will provide 12 trash barrels (30-gallon steel drums) for artistic display and practical use. The dimensions of the barrels are given in the Entry Form on page 7. Artists and/or sponsors who wish to design a barrel 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.

Artists are encouraged to consider the context in which the barrel is placed as an inspiration for each design. The 12 barrels will be located along the Milford Upper Charles River Trail and in various Milford parks.



Sample Painted Trash Barrel

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:

- Immediate environment in which the barrel is located (Upper Charles Trail and Milford parks)
- Character or culture of the Town of Milford
- History of the area
- Community pride
- Respect for the environment
- Creativity

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

IMPORTANT: 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, Finishing, and Transportation

The Parks Department will provide new barrels that are clean and ready for artists to begin the priming and painting process. Artists agree to follow these instructions for the painting and finishing of their barrels:

1. Wipe down barrel with mineral spirits to remove any residue left from the manufacturing process.
2. Lightly sand barrel with 220 grit paper or scotch pad.
3. Clean with tac cloth prior to priming.
4. Apply oil-based primer to surface of barrel. (*Primer will be provided by MCC.*)
5. Apply design with spray, brush or paint stick using oil-based paint.
6. Apply two coats of water based exterior spar varnish. Sand with 220 grit paper or scotch pad and wipe clean between coats. (*Varnish will be provided by MCC.*)

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Space will be provided on Town property for the painting of each barrel. 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 barrel has been delivered back to the Town.

The MCC can arrange for members of the Parks Department to deliver barrels to artists' homes in Milford and pick them up upon completion. Any artist who lives outside of Milford and needs to paint in their own home or studio must provide their own transportation.

Barrel Sponsorship Guidelines

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

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 paying the stipend 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. Sponsors need to agree to pay the artist whose design they select directly. *Please do not send a check to the MCC for the artist's stipend.*

Potential sponsors are welcome to agree to support more than one barrel 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 barrel 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 barrel during the public display period. Should the artist be unavailable, the Council and/or sponsor will decide how repairs will be accomplished.

The finalized barrel is Town of Milford Parks Department property. The Parks Department will be responsible for maintaining all barrels. 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 barrels as long as feasible. The Town of Milford has the right to remove the barrels 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 midnight on June 17. Artists, if possible, please include photos of your other work.
 - 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

Important: Artists, if you plan to mail or deliver your original designs, please be sure to first make and retain a copy.
2. The MCC Public Art subcommittee will evaluate all design concepts submitted. The MCCPAS has sole discretion to accept or reject any design. **Important: Once a design has been approved, it may not be changed without approval of the MCCPAS.** Artists who find their design changing in the midst of the painting process must agree to contact the MCCPAS to share your proposed changes.
3. The MCC will announce the winning artists and sponsors on Monday, June 27. We will contact all winning artists and sponsors at that time with details on how to proceed.

Public Unveiling and Permanent Display

The barrels will be placed on public display in a reveal event on Saturday, September 10 and then moved to their final locations the following week. The primary event location will be Fino Field, with barrels placed along the trail to the satellite location at Louisa Lake. Details will be announced at a later date.

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

Trash to Treasure Timeline

June 17 at Midnight: Deadline to submit entry forms and designs to the MCC either by email or by hard copy at Milford Town Hall.

June 27: MCC announces winning designs and sponsors and communicates with artists a schedule for painting.

July 6: Barrels are available to artists for painting. *This date is approximate. Goal is to have barrels available as early as possible in July.*

September 10: All completed barrels are displayed for public view. Barrels will be moved to their permanent location the following week. The rain date for the reveal is September 11.

What About Copyright?

The artist owns the copyright of the artwork created for the *Trash to Treasure* 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 *Trash to Treasure* 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 TRASH TO TREASURE BARREL PROJECT 2022

DESIGN CONCEPT ENTRY

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

SPONSOR

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

ARTIST

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE _____ Email: _____

SOCIAL MEDIA: _____

Proposed Name of Barrel _____

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

Template of the barrel design must be submitted with this form. (See page 7.)

Description & Explanation of Design:

ARTISTS: Please attach photos of past artwork if possible. Additional pages are permitted if necessary.

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DESIGN CONCEPT ENTRY**

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

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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 barrel to be selected from the portfolio of approved designs submitted by all artists. I agree to pay directly 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:_____

TRASH TO TREASURE BARREL PROJECT 2022

DESIGN CONCEPT ENTRY



TOP OF THE BARREL



BARREL DIMENSIONS

Each barrel is 28 $\frac{3}{4}$ " tall.

Outside diameter is 19".

If the sides of the barrel were laid out flat like a canvas, it would be 59.69" wide and 28 $\frac{3}{4}$ " tall.

A 3" x 8" metal plaque listing the title, artist, and sponsor will be installed onto the barrel after completion. Please include a space in your design at the top of the barrel (right beneath the top lip) where the plaque can be installed without interrupting your design.