The Village of Brown Deer, Wis., proudly announces its 2015 public art project, “Roll Out The Barrels” to be unveiled in early June throughout the community. We invite local artists to submit an application – residency in the Village of Brown Deer is not required. Please carefully read the following criteria that provides all the information you need for submitting a design proposal for this exciting community event.

The theme for this event focuses on water conservation/preservation with the decoration of 25 rain barrels. Artists whose proposals are selected will be paired with a Village business or organization to be their sponsor. Each decorated rain barrel will reside inside or outside a business or other high-traffic Brown Deer location on public display through the duration of the event (mid-August). Cash prizes will be awarded for the best three designs. At the end of the event, the rain barrels will be auctioned off at a special event, with proceeds benefitting the Brown Deer Foundation, the presenting sponsor of “Roll Out The Barrels.”

WHY PARTICIPATE?
• Cash prizes of $200, $150 and $100 for the top three winning designs.
• $75 stipend paid to each artist to cover the cost of materials.
• Public display of your finished piece (outside for 2+ months), including a sign with your name on it.
• Your name and photo of your design included in an event brochure, poster and on the Village of Brown Deer website (browndeerwi.org).

WHEN SUBMITTING A DESIGN, THE FOLLOWING ITEMS ARE REQUIRED:
• DESIGN PROPOSAL FORM Please complete all information as requested and include a description statement about your rain barrel design.
• ABOUT THE ARTIST Please include a current biography.
• PROOF OF CONCEPT Your proof of concept should be a sample of how you expect the finished product to look. Please use the enclosed line drawing of the rain barrel when submitting your design (please use color).
• On the drawing of your rain barrel outline, please include your name and title of design. You may submit more than one design. Drawings of commissioned rain barrels become the property of the Village of Brown Deer.

POSTMARK DEADLINE FOR PROPOSALS: FRIDAY, APRIL 3, 2015.
ARTISTS WILL BE NOTIFIED BY APRIL 10 OF THEIR ACCEPTANCE, AT WHICH TIME THEY WILL RECEIVE INFORMATION ABOUT PICKING UP THEIR RAIN BARREL IN BROWN DEER. ARTISTS WILL BE GIVEN APPROXIMATELY 5 WEEKS TO DECORATE THEIR BARRELS. ALL BARRELS MUST BE COMPLETED AND RETURNED BY MAY 16, 2015 (OR SOONER). NO EXCEPTIONS!

SPONSORSHIP INFORMATION
• Each rain barrel will be sponsored by a business or individual and placed on display within the Village of Brown Deer. Exhibition management will determine the location of each barrel. It is not necessary for the artist to secure his/her own sponsor. Sponsor names will be prominently displayed on a sign next to the barrel and will be included in the event brochure, posters (and other marketing materials), and in all news releases.
GENERAL DESIGN CRITERIA

• The more creative and imaginative your design, the better!
• You may submit more than one design. Please include a separate drawing with each submission.
• You can add 3-D embellishments to the barrel form, but the structural integrity of the form cannot be compromised – and nothing can be added to the width of the barrel that would prohibit it from being able to fit through a standard doorway. Please do not make holes in the barrel that would prevent it from being functional.
• Designs cannot deviate from the original accepted proposals. If changes are required during the decorating process, they must be pre-approved by the jurying committee. Failure to do so may result in rejection of the completed art for display.
• Do NOT use any direct label advertising, logos, or any religious or political references. This is a public display and, therefore, all finished art must be appropriate for all audiences.
• Most of the finished barrels will be displayed outside, and therefore, finishes on the final forms should be weatherproof and “kid proof.” Elements of nature such as rain, wind, sun and dirt should be kept in mind when attaching objects.
• Artists should work with appropriate media and finishes to ensure longevity of artwork and permanent enough to resist removal by eager fingers.
• Your final form will be clear-coated by an auto body shop (to provide further protection).
• Any repairs that are required during the exhibit are the responsibility of the artist, who will be notified.
• Barrels might require touch-up and cleaning prior to the auction, and artists are expected to be available to make these necessary repairs.
• Artists will be awarded a $75 stipend to cover the cost of their decorating materials (e.g., paint, glue, brushes, etc.). The stipend will be paid by check when the finished barrel is returned. Money is not distributed in advance.
• The decorated rain barrels will be covered by insurance during the event.

PLEASE NOTE: The Village of Brown Deer becomes the sole owner of all barrels and designs produced for this campaign by an artist. The Village of Brown Deer reserves the exclusive right to reproduce artist designs in all marketing materials and event promotions, and on any and all merchandise associated with the event.

If any design is deemed inappropriate by the committee in content or execution or is deemed unsafe to put on public display, the rain barrel will be disqualified and no monetary stipend will be provided to the artist.

PROPOSALS MUST BE POSTMARKED BY FRIDAY, APRIL 3, 2015, AND MAILED TO: VILLAGE OF BROWN DEER • 4800 W. GREEN BROOK DR., BROWN DEER, WI 53223. PLEASE MARK “PUBLIC ART.” There is also a drop box in front of Village Hall.

To submit a design for the 2015 event, please complete all areas on this proposal form for each design submitted. A COLOR illustration of your design must be included for each application. Two or more artists, or a community group or class, may together submit a design proposal, as long as all rules are followed. Student work MUST BE SUPERVISED by a teacher at your school!

Please note: YOU MUST HAVE AN EMAIL ADDRESS IN ORDER TO PARTICIPATE IN THIS PROJECT, AS IT IS IMPORTANT TO BE ABLE TO COMMUNICATE REGULARLY WITH OUR ARTISTS.

ALSO: Please remember to make a copy of your design for your own reference prior to submitting this application.
ARTIST APPLICATION: “ROLL OUT THE BARRELS”

PLEASE PRINT LEGIBLY. DEADLINE APRIL 3, 2015

Artist name(s) ________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________

MUST BE 18 YEARS OR OLDER UNLESS THIS IS A STUDENT PROJECT SUPERVISED BY AN ART TEACHER.

☐ I am a student. ☐ This is a class project. Grade ______ Teacher name ______________________________

Address ______________________________________________________________________________________
City, state, zip _________________________________________________________________________________
Phone ______________ _________________________________________________________________________
Cell __________________________________________________________________________________________
e-mail _______________________________________________________________________________________
Signature ____________________________________________
Title of design ______________________________________

Rain barrel theme/description: List all materials to be used and color schemes, and describe method of implementing your theme.
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
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ABOUT THE ARTIST

Please include a resume that describes your credentials.
______________________________________________________________________________________________
______________________________________________________________________________________________
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The Village of Brown Deer • 4800 W. Green Brook Dr. • Brown Deer, Wisconsin 53223 • magazine@browndeerwi.org
ARTIST APPLICATION

Artist name(s) _________________________________________________________________________________

Rain barrel title________________________________________________________________________________

THE RAIN BARREL IS 23 IN. IN DIAMETER AND 3 FT. TALL

ALL RAIN BARRELS REMAIN THE PROPERTY OF THE VILLAGE OF BROWN DEER. BY PARTICIPATING IN THIS EVENT, ARTISTS RELINQUISH ALL CLAIM TO OWNERSHIP OF THE BARREL FORMS.