

Christmas Card Lane

CALL TO ARTISTS

PROJECT OVERVIEW

The Madison Arts Council will be hosting the 4th Annual Christmas Card Lane (CCL) this December. The outdoor exhibit is comprised of more than 32 life-size cards, displayed in the heart of historic downtown Madison.

The exhibit is heavily promoted and featured as both a walking and driving visual tour. In its inaugural year (2014), Christmas Card Lane was featured as a “Top 5 Event” on multiple well respected lists as a “must see” when celebrating the season. The Lane is lit until 9pm nightly.

Prize money is awarded to the top three artists/groups whose card receives the most votes via our Christmas Card Lane webpage.

Bio and links are provided for each participating artist or group on the CCL voting page. The Madison Arts Council also features each artist or group, and their work, via social media throughout December. Some artists/cards will be featured/mentioned during live radio and TV interviews.

THE ART WORK

Selected artists will be provided a 4x6 sheet of 1/2 inch thick, sanded plywood in which to create their card design upon.

Artists must provide all needed supplies/materials outside of the wooden card. Artists are allowed to add elements to the card that create a 2-D effect. However, those items must be secured to the card itself and included on the submitted design template.

Each card must have a full design depicted on the front, plus the sides and back must be painted a solid color. Please note that cards are placed approximately 20 feet from the road, so keep this in mind when adding small details to your painting.

Artists are responsible for priming their cards, painting the design, and placing a final clear coat of sealant on all sides of the card.

SELECTION PROCESS

All applications and designs will be reviewed by the Christmas Card Lane Selection Committee. Selections are based on overall design, how well it fits into the category, and creativity.

AWARDS AND RECOGNITION

The Madison Arts Council will set-up a temporary on-line voting where those in the community may cast a vote for their favorite card design from December 1st until the cards are removed the week of December 30, 2015. The on-line page will include a picture of the card, details of the art and artist, plus a link to the artist website (if applicable). Awards will be \$450 best in show, \$300 first \$200 second and \$100 third.

Christmas Card Lane is part of the City of Madison’s annual Christmas festivities which includes a Christmas Tree Village, a 25,000 musical light-display on the Clay House (Main Street) a night time traditional parade (most cards will be along the parade route) and a lantern parade for children.

ELIGIBILITY

The Madison Arts Council “Christmas Card Lane” project is open to all artists regardless of race, color, religion, gender, age, or physical disability. You do not have to be a Madison resident to apply or to be selected.

All accepted card designs must be pre-approved and fall under one of three categories: Religious, Traditional, or Whimsical.

TIMELINE

- September 30, 2017 Application Deadline
- October 1-8, 2017 Pick up of Blank Cards
- November 18, 2017 Absolute last day to submit completed cards to drop off location
- December 1, 2017 Lantern Parade and Tree Lighting.

PICK-UP AND DELIVERY OF CARDS

Artists will be picking up the blank “cards” at 404 Lynn Drive Madison, AL 35758. You will need a truck, full size van (backseats removed), or trailer. The cards will not fit in the back of an SUV. If you do not have access to this type of automobile, please notify Tina Clark at info@artsmadison.org to arrange for a delivery.

CARDS MUST BE PAINTED AS NOTED BELOW (please adhere to these guidelines as many of the cards from previous years are yellow beyond repair)

- You must apply a primer coat to all sides of the card (side edges and legs too) prior to applying your design.
- We recommend lightly sanding between coats.
- Your final step must be a minimum of four layers of sealant. (Remember, your card must hold up under the elements of the outdoors.) Based on the prior year, we highly recommend using one the following brands: Helmsman Acrylic Spar Varnish or Rust-oleum Ultimate Polyurethane Clear Matte.

OWNERSHIP

All submitted cards become property of the Madison Arts Council for the duration of CCL. The card submitted can be returned back to you or left with MAC at the conclusion of CCL. If you do not want your card then you can indicate that in this application.

CHRISTMAS CARD LANE APPLICATION REQUIREMENTS

The application deadline is Monday, September 30, 2017. Please note that applications which do not meet the guidelines and submission requirements may be disqualified.

To be considered, you must provide:

1. Submit a completed application
2. Provide an illustration of your proposed card
3. 100 words or less statement about the design
4. A 100 word or less bio about yourself (will be used on our website)
5. One professional or community reference (If first time applicant or do not have a business website)

Applications and designs can be sent via the postal service or emailed -

info@artsmadison.org

-or-

Christmas Card Lane

C/O Tina Clark

404 Lynn Dr.

Madison, AL 35758

If you have questions, please contact Tina Clark at (256) 682-7686 or email info@artsmadison.org.

CHRISTMAS CARD LANE APPLICATION FORM

Name: _____

Address: _____

City/State: _____

Zip Code: _____ Phone: _____

Email: _____

Website: _____

Card Category: Traditional Whimsical Religious

Please indicate if applicant is submitting as an individual, a representative of a team of artists, or a student (college or 5th - 12th).

Individual Artists Artist Team Member Student

If Art Team, please list all members below and team/group name:

If a student, please list name of school and grade below:

Please attach a short bio about yourself and about the card image you are proposing. This information will be used on our website.

CHRISTMAS CARD LANE Reference Sheet

Please Note: This sheet is not required if you have a business webpage or were an artist on the 2016 exhibit.

1. Reference is for which applicant?
2. Name:
3. How are you acquainted with the artist?
4. How would you describe their work?
5. Would you recommend their work for Christmas Card Lane?

Please email reference sheet to info@artsmadison.org

Design Template: Please remember that cards will be 4 feet tall and 6 feet wide. They are displayed horizontally.