

Curated at Colorado Mills  
*Call for Muralists*  
*Theme: Winter Bloom*

## KEY INFORMATION

- Deadline for Letter of Interest and Portfolio: Sunday September 29<sup>th</sup>, 2019
- Artist Finalist Notification: *Week of* October 7<sup>th</sup>, 2019
- Mural Installation Dates: Project to begin on or around Monday October 21<sup>st</sup>, 2019 during normal mall hours
- Artist Stipend: \$5,000 artist fee plus \$350 materials budget

## CREATIVE BRIEF

“Flowers are the music of the ground. From earth’s lips spoken without sound.” - Edwin Curran. Flowers have many wonderful qualities, they bring color and vibrancy to nature, they provide a food source for butterflies and bees, they turn toward the sun and in short, they have the ability to bring a smile to our faces every time we see them.

We invite you to paint a mural based on the concept of the flower - vibrant, colorful and in bloom. Your concept does not need to be literal, we invite geometric, abstract, graffiti or other artistic styles, and your mural can include addition elements beyond those strictly related to ‘bloom’, though we do ask that your mural retain a spirit of playfulness, effervescence, pop, color and positivity.

Our vision for this project is that your mural will go up during the winter months, inviting patrons to get away from the cold and step inside Colorado Mills for a colorful, vibrant, warm experience that includes art, shopping, dining, spending time with friends and more.

## MURAL REQUIREMENTS

There are three sections of the mural (see detailed information on the following pages). We ask that you focus on the main mural wall (section B on the detailed information sheet) with a full mural concept and color saturation, and then draw out elements of your mural concept - individual flowers, pops of color, geometric shapes, etc. onto the remaining two walls (sections A and C on the detailed information sheet). The secondary walls do not need to be 100% color saturated but elements should extend to the edges of the secondary walls.

## 3D ELEMENT

The mural wall is located along a storefront, with the wall set back approximately four feet from a wall of glass. This lends itself to a unique opportunity that we are hopeful will become a

component of your mural. We would like you to consider 3D elements that can be hung from the ceiling, affixed to the glass or stationed on the ground in front of your mural that will add to and enliven your concept. These could be (but aren't limited to) paper flowers, window applications, hanging vines, hanging iridescent tiles or other material that would create a 'window display' element to your work. Please include your thoughts when you submit your concept for this mural.

## SUBMISSION PROCESS

You will submit the following for review:

1. A cover letter explaining your background, qualifications, and reasons for applying to this call.
2. Your portfolio of work including at minimum 5 images of works previously completed.
3. Your resume including a list of all murals previously completed.
4. A rendering of your mural concept for the *Winter Bloom* mural. Please note, your rendering can be very basic at this time, we aren't asking for a full concept but just want to see an initial approach to how you might tackle this mural. Color does not need to be included in your rendering but of course, we always love to see what color palette you envision working with.

## PARTNERS

**Colorado Mills:** Located in Lakewood, CO, Colorado Mills is the state's largest value-retail destination, providing the ultimate shopping experience with more than 160 stores, dining options and high-quality entertainment venues.

**40 West Arts:** 40 West Arts is a state-certified Creative District located along historic West Colfax Avenue and with the mission of highlighting and supporting art, creativity and economic development in the corridor through events, exhibitions, experiences and more.

## ELIGIBILITY

This exhibition is open to all artists. You do not need to be a Colorado resident in order to apply but note, you **MUST** be available for installation on the dates and times specified in this call. If you are unable to be physically present to install your mural during these times, please do not apply.

## HOW TO SUBMIT

Submit entries to [submissions@40WestArts.org](mailto:submissions@40WestArts.org). Please adhere to the following guidelines. We retain the right to reject submissions if they do not follow this format.

- Submit your packet, via email to the following address: [submissions@40WestArts.org](mailto:submissions@40WestArts.org)
- Your email subject heading must read 'Submission: CO Mills Mural\_First Name, Last Name
- Cover Letter
- Portfolio including a minimum of 5 images
- Resume
- Rendering of mural concept including 3D element and possible color palette (if available at the time of submission)

## IMPORTANT DATES

- Submission Deadline: Sunday September 29<sup>th</sup>, 2019 by midnight MST

- Entry Notification: Finalists will be notified of next steps the *week of* October 7<sup>th</sup>, 2019.
- Installation Date: Project to begin on or around Monday October 21<sup>st</sup>, 2019 during normal mall hours
- Artist Stipend: \$5,000 artist fee plus \$350 supply budget

Questions? Email: [info@40westarts.org](mailto:info@40westarts.org) | Call: 303-275-3430 | Learn more at [www.40WestArts.org](http://www.40WestArts.org)

## Colorado Mills Mural Q4 2019

Main mural wall is located in the center of the full windowscape. (Labeled below as **B**)

- “Everbloom” art sculpture will be placed in center of the main mural behind the glass (see following page).
- Main mural area has 3 connected sections, all three are basically 12’ high by 11’ wide each (give or take a few inches on the width.) (Labeled below as **B**)
- The area to the left of the center mural has an overall dimension corner to corner of 12’ high x 40’ long including the “cut out” which by itself is 10’ tall x 15’ wide. (Labeled below as **A**). Note: The “cut out” will have fabric cloth behind it.
- The area to the right of the center mural has an overall dimension corner to corner of 12’ high x 40’ long including the “cut out” which by itself is 10’ tall x 15’ wide. (Labeled below as **C**). Note: The “cut out” will have fabric cloth behind it.
- The distance from the glass window to the wall is 4’.

**A** (left of center mural)



**B** (center mural)



**C** (right of center mural)





Everbloom, by Nestor Fedak