



Gloucester Clean Community is

Calling

ALL
ARTISTS

LOVEwork

MURAL DESIGN CONTEST



Submission deadline is:

July 1, 2022

Good luck to all the contestants, check back for
the announcement of the winner!

The opportunity to have your art mural design prominently displayed on the exterior of Gloucester Point Beach building is here - simply read the rules, fill out the application and enter for your chance to be a Local Artist Superstar.

General Guidelines:

These guidelines provide an overview of how to participate in Gloucester Point Beach LOVEwork Mural Contest. The guidelines are designed to assure that the mural created will enhance the community's appearance, while celebrating the natural beauty of Gloucester.

Mural Criteria:

- Must be original artwork of the person(s) named on the entry form
- Artwork must be painted to a size no larger than eight feet (8') high and eighteen feet (18') wide and no smaller than six feet (6') high and fourteen feet (14') wide.
- Artwork should represent Gloucester and/or Gloucester Point Beach Park and should be relevant to the community
 - Suggested themes: natural beauty, clean & green, history, health & wellness, local community or industry, watermen
 - Artwork should be happy, uplifting, inspiring and colorful in nature
 - Artwork should use imagery and no slogans. Advertisements, political statements, logos, or copyrighted images are prohibited.
 - Colors, though vibrant, should be complimentary and harmonious with the exterior color (aqua) of the building structure. Neon, fluorescent or reflective colors are discouraged.

- Artwork should be suitable for outdoor display, including its overall durability or longevity.
- Should include the word LOVE to be added to the Virginia is for Lovers LOVEwork listings.
- Gloucester County reserves the right not to use any submissions in the final product.

Artist Responsibility:

If selected, the artist is responsible for painting the selected design, obtaining necessary supplies and equipment, to include but not limited to paint, primer, specialty brushes, paint rollers, sponges, ladders, umbrellas, etc. The artist is responsible for providing all their own equipment – hats, umbrellas, water, chairs, ladders – everything needed to complete the work successfully and comfortably.

The artist will be reimbursed for the cost of supplies (up to \$500) needed to complete the mural within limit given. Itemized receipts with items from a preapproved list of supplies must be turned in to receive reimbursement. Housing, meals and transportation are at the artist's expense.

It will be the responsibility of the artist to make sure that all paint and supplies are properly disposed of – paint or other materials are not to be left at the mural site between working sessions.

Murals must be completed within 30 days from when the mural is started.

Procedures and Materials:

The mural surface must be prepared to assure that the mural will have a long life. This may include pressure washing and/or wall surface base painting. Artist will collaborate with Gloucester Parks, Recreation & Tourism staff to determine prep work to ensure a quality finished mural. Artist will be responsible for completing prep work.

The selected design will be painted by the artist, using the projection technique (or other approved method) and construction grade materials. Once the painting is completed, the artist may sign his/her design.

A special anti-graffiti coating will be applied to protect the design by the County. This step will serve to safeguard the mural from vandalism.

Ownership Rights:

Once the design is created, the artists should sign and date his/her design. The design, as part of the competition, becomes jointly owned by the artist and Gloucester County. Gloucester County may freely use the design, photos and/or video of the process, and photos and/or video of the mural on its website and in any promotional materials.

Date Contest Details:

Design Application Deadline: July 1, 2022

Announcement of winning design: July 15, 2022

Installation: Begin no later than August 1, 2022, with a completion of 30 days

How to Apply: Fill out the application below and submit with one full-color high resolution image for consideration based on the following guidelines:

- File name/title: First Name, Last Name, Title of Artwork.jpg
- Only one image of artwork should be submitted for consideration.
- Only the artwork should be visible; image should be clear and in focus. Crop out any background.
- Artists must have the experience in this project or understand the right steps of scaling a small drawing to the mural space.
- Examples of previous similar work completed by the artist may be submitted with application.

Send Submissions to: cleancommunity@gloucesterva.info

Subject Line: "LOVEworks Mural Entry"

DEADLINE: July 1, 2022 @ 4:00 PM