



# Mural Fest 2019

## Business Application

### Project Summary

The 2019 Mural Fest is a collaboration between artists, business owners, the South Salt Lake Arts Council and Utah Arts Alliance. Each year, Mural Fest commissions mural artists to create 10 public art murals in South Salt Lake's Creative Industries Zone in order to contribute to the beautification and economic vitality of South Salt Lake.

### Project Description

Ten buildings located within South Salt Lake's Downtown Creative Industries Zone will be chosen to receive one of the 2019 Mural Fest commissions. Mural artists will be selected through a jury process to paint an original mural on an exterior wall of properties located within the designated 2019 Mural Fest location. The Arts Council will award a stipend of up to \$3,000 to each artist or team of artists depending on location and size of wall. Building owners and/or businesses chosen to receive a mural will contribute 25% of stipend paid to selected artists. Artists will create site-specific work that:

- Reflects the diversity and character of South Salt Lake's Creative Industries Zone
- Adds to the vibrancy and sense of place to the neighborhood
- Is not deemed as an advertisement
- Is not vulgar or obscene as determined by the South Salt Lake Arts Board

# Business Participation Rules

The South Salt Lake Arts Council will direct the matching of selected artists and buildings. Artists will be paired with businesses by February 22, 2019. Each business will receive only one commission through this program.

Businesses will respect the creative license of the artists. Artists will respect the boundaries of business wishes on artistic content. Artists will provide a Mural Proposal for business review.

Business and artists must agree on mural design proposal prior to March 22, 2019. The South Salt Lake Arts Board will review and approve mural designs prior to April 1, 2019. Painting may begin any time after April 15, 2019.

Artwork location and content must pass South Salt Lake Arts Board review. This review will include, but is not limited to:

- Mural shall be visible from a public place (street, sidewalk, trail, park, etc.).
- Mural shall not appear to promote a business, religion, or political agenda.
- Mural shall not contain alphanumeric characters unless they are integral to the artwork. Text cannot be interpreted as an advertisement, address or related to the business.
- Mural content shall be appropriate for general public viewing with no offensive or sexually explicit content.
- No tags/graffiti art unless incorporated into the mural and covering under 50% of area.
- A small plaque, provided by city, crediting the title sponsors, will be affixed in the corner.
- Mural must cover the entire wall area designated. No blank spaces that may invite graffiti.
- Mural can be painted without undue risk and with permitted access.

Owner intends to sign a License Agreement agreeing to the painting and maintenance of the mural for public viewing that will be in effect for three years.

- Spectators allowed onto their property to view their mural while painting is in progress.
- Owner shall not cover the mural with any object or manipulate the mural in any way.
- Business owner will notify South Salt Lake Arts Council immediately upon becoming aware of any damage or graffiti to the mural and allow the South Salt Lake Arts Council access to mural to repair and/or restore mural.
- Building owners will sponsor artist at a minimum of 25% of artist stipend of up to \$3,000. Building owner has the option to pay additional compensation to artist in order to facilitate a larger mural as long as artwork still complies with South Salt Lake Arts Board Selection Criteria.

## Application Timeline

**Business Applications Due: Friday, January 25, 2019, 5:00 PM.**

Mail to: South Salt Lake Arts Council  
220 E. Morris Ave., Suite 200  
South Salt Lake City, UT 84115

Or email to: Lesly Allen, Arts Council Director at [lallen@ssl.com](mailto:lallen@ssl.com)

## Mural Location

Please draw a quick sketch of the mural location. Label the approximate height and width. Label what side of the building it is (north, south, east or west). Label how you access the mural location.

**I have read and agree to these rules and intend to sign the required agreements:**

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*Name and Date*

Owner's Name \_\_\_\_\_

Business Name \_\_\_\_\_

Building Address \_\_\_\_\_

Phone and Email \_\_\_\_\_

## ***DUE DATES***

Mural Proposal - Arts Council Review	March 22 - April 1, 2019
License Agreement signed	April 15, 2019
Mural Painting period	April 15 - May 11, 2019
Mural Fest and Mural completion	May 11, 2019

## **Contact Information**

For more information, please contact Lesly Allen at [lallen@sslc.com](mailto:lallen@sslc.com)