



BLVD Art Wrap

Help bring beauty to The BLVD!

Submit your traffic control box designs and receive \$500 if your artwork is selected!

WHAT: The BLVD is a group of neighbors, businesses owners and community stakeholders seeking to improve the Rossville BLVD Corridor in Chattanooga, Tennessee. Modeled after the successful downtown ArtSpark program, our goal is to bring beauty to the Rossville BLVD corridor by installing vinyl artwork on 7 traffic control boxes in the 37407 zip code. Each winning submission will be awarded **\$500** at the time of installation.

THEME: “Chattanooga's Cultural Corridor” - The BLVD journeys through an eclectic community shaped by manufacturing industry, abandoned auto malls, and Hispanic Tiendas. We are seeking submissions that will celebrate our rich diversity and help us to build on a shared sense of identity and place. Submissions due by **December 20, 2020**.

WHO: Artists from different backgrounds who live in the region are encouraged to apply. The program is available to anyone whose primary residence is the State of Tennessee or the following counties in GA (Catoosa, Dade, Murray, Walker and Whitefield Counties) or Alabama (DeKalb and Jackson). This program is open to artists working in a broad range of media, including painters, photographers, collage artists, mosaic artists, graphic artists, etc.

SELECTION CRITERIA:

- Quality and style of design
- Context: Fits within theme of “Chattanooga’s Cultural Corridor”
- Diversity: artworks from artists of diverse cultural, geographic, racial, sexual identities.
- Enhance community identity and place: Is the image meaningful to the BLVD area neighborhoods?
- Contribute to community vitality: Does the image draw the community in whether on bike, foot or car?
- Appropriateness for the setting: Is the image suitable for a public audience? Artwork containing obscene language or visuals will not be considered.
- Originality: edition of one or part of a limited edition. Failure to submit original work will result in immediate disqualification of design proposal.
- Priority given to residents of 37407, Rossville, GA, and Alton Park. The BLVD seeks to create and contribute to a stronger sense of community for businesses and residents of the Rossville BLVD corridor.
- Ability of an artist to translate work to template if selected. Templates will be provided by Chattanooga Printing and Design. **If an artist is unable to translate work into Adobe PhotoShop and Illustrator, The BLVD will provide design help.**

PROJECT TIMELINE	LOCATIONS OF Traffic Control Boxes:
<ul style="list-style-type: none"> - November 1 – Dec 20: Call to artist and submissions. - January- February 2021: Voting and approval by Public Art Commission - March 1, 2021: Winners announced to artists and the public - March 30, 2021: Artists submit digitized version of their artwork - April 2021: Printing/installment process 	<ol style="list-style-type: none"> 1. Workman Road and Rossville BLVD 2. Dodds Avenue and Rossville BLVD 3. 32nd Street and Rossville BLVD 4. 37th Street and Rossville BLVD 5. 28th Street and Rossville BLVD 6. 37th Street and Dodds Avenue 7. 34th Street and Dodds Avenue

All questions and artwork can be submitted to Heather at blvdactionplan@gmail.com or Facebook: [@RossvilleBLVD](https://www.facebook.com/RossvilleBLVD). Artists may submit more than one design but only one design per artist may be chosen for the final section.