



**Town of New Market, VA
Call to Artist/Muralist for Downtown Mural Project**

Deadline for Entries: June 2nd at 5:00 pm EDT

Project Description/Call to Artists:

The Town of New Market is seeking artist/muralist design submissions to be painted/transplanted onto a wall canvas in downtown New Market. The mural will serve as a landmark and destination within New Market, assisting in long term promotion and support of the downtown revitalization of New Market and attracting visitors to its unique visual depiction of New Market. The intended purpose is that this mural will remain in place for many years to come, as it will be a design that is timeless and eye catching for many locals and travelers to come.

Location and canvas details:

At the corner of Route 11/South Congress Street and East Lee Street in New Market Virginia. The Canvas is on the corner building on the South side of East Lee Street with the current business being The Heart of the Valley Thrift. A map and photos of the mural site are attached and can also be viewed at <https://www.newmarketvirginia.com/government/page/call-artistmuralist-downtown-mural-project>

Canvas dimensions:

1. The mural will span from the edge of the first window to the right until the change in building depth before the front door

Vision and Style Requested:

Artists are encouraged submit completed designs that embody creativity and that capture the true beauty and uniqueness that New Market has to offer. The design is open to represent the history of New Market, New Market today or the future of New Market. We are a small town with rich history, heritage, and tradition that is moving forward with times and changes while still remembering our roots. Artists are encouraged and open to submit designs that may show the history as well as the current/future of New Market or a design that may not directly be related to history but represents the New Market community and beauty.

Please be mindful that the submissions are not distracting to motorists. Examples of distracting designs could be improper color combinations, tight patterns that appear to move or vibrate to the human eye, and script font. Consider colorful and vibrant designs/art.

Artist Eligibility and Selection Criteria:

This invitation is extended to all artists age 16 and older regardless of where they live. Artists should be reminded that the art submitted must speak to a large group of people of all ages and be appropriate to display in a public space. Minors must have a legal guardian sign for full rights to use the art. A panel of individuals representing diverse interests and expertise will review submissions and determine final designs. The Town will be responsible for fabrication and installation costs but the artist/muralist is to complete the mural art on the canvas.

Payments:

There is no entry fee. Artists will not be reimbursed for their time or expense for their entry. The artists chosen will be paid for their time at the agreed amount and max amount of time. This agreement will grant The Town of New Market full legal rights to publicly display the art and maintain ownership of the mural. The payment will be distributed in one lump sum upon completion of the mural. A memorandum of understanding will be written by The Town of New Market and must be signed by both the artist/muralist and the Town of New Market. As a part of the artist's submission, we ask that they submit their budget breakdown for the project and payment request, if their project was to be selected and completed.

Entry Procedures:

Each artist may submit **up to three (3)** designs for consideration by the selection committee.

Proposals will be selected based on the following criteria:

- Overall quality of the artistic design.
- Expression of the project vision.
- High visibility and attractiveness.
- Enhancement of New Market
- Potential to attract tourists and promote the town.
- Other criteria not outlined above may be considered as well.

To apply, please submit the following **electronically, via mail, or personal delivery.**

- A completed application
- A brief and descriptive explanation of the story the design tells
- Physical artwork to be digitally captured/scanned OR
- One portable flash drive with digital images or digital link to a personal cloud storage service that includes the following files:
 - All digital images should be clearly labeled with name of artist and title of work-
ex: artistfullname_imagename_imagewidth ->
savannahfrazier_joyinnewmarket_2.
 - A total of no more than thirty (15) images (five per design) may be submitted.
- Budget breakdown for the project and payment request, if the project was to be selected and completed.

If you have questions or need help, call or email Savannah Frazier at the contact info below.

Timeline:

Call of Artists	April 1st, 2025
Entry Deadline	June 2nd at 5:00 pm EDT
Artists notified by:	June 30th, 2025
Revision deadline (if necessary):	July 14th, 2025
Mural completed:	November 5th, 2025

Terms, Conditions and Reservation of Rights:

This Call to Artists does not commit The Town of New Market to enter into an agreement with any artist and is not an offer for contract. At its sole discretion, The Town of New Market may reject any and all applications or may modify or terminate the application or selection processes without prior notice. The applicant certifies that the information contained in the application is true and correct to the best of his/ her/ their knowledge. The Town of New Market is not responsible for damage or loss of materials submitted. Failure to comply with all the requirements of this call to artists will constitute an invalid application. The Town of New Market reserves the right at any time to supplement, amend or otherwise modify this solicitation and to request additional information from any participating artists for any reason without prior notice. In addition, The Town of New Market reserves the right to accept or reject at any time prior to the commissioning of a work, any, or all proposals; to waive any defect or technicality; and to solicit additional artists.

Please submit all materials by 5:00 pm on June 2nd, 2025 to:

Savannah Frazier
Events & Marketing Director
Town of New Market
Electronic Submissions- s.frazier@newmarketvirginia.com
Physical work and/or portable storage drive- hand delivered at
9418 John Sevier Road
New Market, VA 22844

For more information, contact Savannah Frazier at s.frazier@newmarketvirginia.com or at 540-740-3432.

Artist Application
Town of New Market- East Lee Street Mural Project

Deadline: June 2nd, 2025

Artist Information – Please Print or Type

Name: _____ Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Website (if applicable): _____

Design #1 Information

Title: _____ File Name: _____

Brief statement about the work and why it should be included in this project.

Design #2 Information

Title: _____ File Name: _____

Brief statement about the work and why it should be included in this project.

Design #3 Information



Title: _____ File Name: _____

Brief statement about the work and why it should be included in this project.

I hereby certify that I have read and understand the rules/guidelines for the Town of New Market East Lee Street Mural Project. I certify that I am submitting work to be considered that is my personal, original work, and not a reproduction of another individual or group's work. I understand that this is only an application therefore does not automatically guarantee that my submitted work will be selected for mural project.

Name: _____ Date: _____

Signature: _____

-  Mural Wall/Canvas- (not the full wall)
-  Outline of the full building



Mural Canvas Outline

