UpStream Art - Call for Artists

What is UpStream Art?
Started in NWA in 2012, this unique and engaging educational event, patterned off the successful Storm Drain Reveal in Springfield, MO utilizes art to communicate the function and importance of our local storm drains. We are pleased to announce that the cities of Bentonville, Fayetteville, Rogers and Springdale have joined together again to help bring this program to Northwest Arkansas. This exciting project gives artists the opportunity to express themselves with semi-permanent public art as a series of a small-scale outdoor storm drain murals. This project, along with the involvement of our vibrant art community, is unique and has a positive impact on water quality protection. If you are an artist and interested in showcasing your talent for UpStream Art, read on!

Why Storm Drains?
Like many cities in the United States, Northwest Arkansas municipal storm drains are a direct link to our streams, rivers and lakes. When it rains, stormwater flows over parking lots, lawns and other surfaces. Water is like a magnet, picking up everything in its path such as grease, oil, sediments, brake dust, anti-freeze, fertilizer, and pet waste. This water collects pollutants as it travels through storm drains, untreated, and carries them to our local creeks. Many residents have a misconception that the storm drains are part of our sanitary sewer system that lead to the wastewater treatment plant. With this misconception, the storm drains are misused as a ‘safe’ way to dispose of waste such as soapy water, oil, paint, trash, and other pollutants. When pollutants are disposed of via storm drains, they end up directly in our waterways.
What are we looking for?
There are 14 storm drains identified for the 2013 project. A committee of staff, local artists, and representatives from the art community will select designs from those submitted. Each art piece will be approved by the appropriate mayor. Keep in mind the messages we are trying to convey as you create your design - that storm drains lead to creeks and streams. **We are asking all designs to have the message “Drains to Creek” somewhere in the art.** If the message is not included in the art, the words will be stenciled next to art. We will also have a 2”x2” vinyl QR Code that can either be incorporated into the design or will be placed next to the art. The code will be used by smartphones apps to link directly to our program’s website. You may tailor your design based on one of the locations below or choose to do a more general design that could apply to any storm drain. If you are tailoring your design, please remember to mark that on the application.

Locations
Please go to our website for pictures and more details on specific storm drains.
http://nwaupstreamart.wetpaint.com

**Bentonville** Link to map: [http://goo.gl/maps/WDpzK](http://goo.gl/maps/WDpzK)
1) Tiger Blvd and NW "A" St - SE corner of intersection on Tiger Blvd on the Tiger Blvd Trail system
2) Martin Luther King Jr. Blvd and NE Brave Ln - On the sidewalk in front of Apple Glen Elementary School and Bentonville Swimming Pool/Memorial Park

**Fayetteville** Link to map: [http://goo.gl/maps/sGjAT](http://goo.gl/maps/sGjAT)
1) Dickson Street and West Ave. – Just off of West Ave across from the Walton Arts Center.
2) Spring Street and West Ave. - Storm drain is located in front of Nadine Baum Studio. Listen for the spring that runs year round under the street.
3) Spring Street and S. School Ave. - Across the street from Highroller Cyclery. Listen for the spring that runs year round under the street.
4) Spring Street and Locust Ave. - in front of Mid South. Listen for the spring that runs year round under the street.

**Rogers** Link to map: [http://goo.gl/maps/VKoSo](http://goo.gl/maps/VKoSo)
1) Aquatic Center - 1712 S. 26th Street; opposite south entrance to Aquatic Center parking lot.
2) Rogers Heritage High School - S. 5th Street and W. Olrich Street
3) Sports Park - SE corner of W. Hudson Rd. and N. 22nd Street
4) Rogers High School - 21 feet north of stop bar for southbound traffic at traffic light on S. Dixieland Rd.
5) **Frisco Stage** - If you are interested in painting a drain at the Frisco Stage in Historic Downtown Rogers, please contact Jane Maginot at jimaginot@uaex.edu or 479-444-1755 for more information.

**Springdale** - Link to map: [http://goo.gl/maps/fgThv](http://goo.gl/maps/fgThv)
1) Springdale Library/Murphy Park - Pleasant Street - about 50 yards south of Library front entrance next to parking lot.
2) Northwest Medical Center - Inlet is on W. Maple Ave 30-40 ft. west of Maple St. Hospital entrance
just across from Parking Garage.
3) Central Junior High - Inlet is on west side of Gutensohn about 100ft. south of the corner of Huntsville.
4) Har-Ber High School - Inlet is on the west side of Jones Rd.

**Art Parameters**

Each artist is challenged with incorporating the physical storm drain structures into their art piece. The general size of storm drains are 4’x6’, but this will fluctuate with each drain. All artwork should remain within the confines of the storm drain structure. This is the concrete that immediately surrounds the opening (or throat) of the storm drain and the concrete box around the lid. The lid is the metal manhole cover that is used for municipal drain access. The lids may not all have the same placement within the structure or the same design into the metal. There are different circumstances with each drain (one in Rogers is even split in two parts). The cities have allowed access to artist to paint the throat of the drain (which may allow a three dimensional component) but the art can not extend into the street. It is strongly encouraged that each artist visit the site of the storm drains before designing their art.

Art must be tasteful and original. Please include the storm drain physical components (lids, throat, etc.) into your drawing so we can see the way in which the art connected to the storm drain. Feel free to attach any reference photos or swatches if you find it would be helpful including other pieces that you have created.

**What to expect?**

Each city will power wash the storm drains before the project begins. The artist will also be given Seal-Krete® Clear Coat to put on before and after the painting is done. Acrylic paints in basic colors will also be provided. We will have media events and receptions recognizing the selected artists. On the application you will see deadlines for bio submittal and art completion. These deadlines are critical to the success of the project. Once the storm drain murals are completed, professional photos of each drain will be taken, blown-up and mounted. These photos, along with the artist’s mounted bio, will be displayed at local gallery spaces across the region. A flyer will be created using the photographs and artists’ names and distributed throughout the year. A variety of press releases, dedicated web pages social networking sites, and newsletter articles for the project will be utilized. Artists may be called upon for media events such as interviews or photo opportunities. The artwork is anticipated to last for several years. We hope the murals will continue to raise awareness long after these initial planned events.

AFTER the completion of the storm drains, there will be a $100.00 stipend given per storm drain once the artist provides an invoice and W-9. If the artists submits more than one design and both are accepted, the money is per drain painted. The intention of the money is to help cover travel costs and relieve any financial burden that the project may have on our volunteer artists. These are onetime available funds and may not be available again next year.
UpStream Art – Artist Application

Name: _______________________________________________________________________

Address: _____________________________________________________________________

Email: _____________________ Phone: _______________________________

Location of storm drain you are targeting: (write “all” if general): ______________________

(Description of storm drain locations are located with the Call for Artist document).

Are you a student? ______________ If so, where: _______________________________

You are welcome to supply portfolio work, resumes, and bios. If selected, each artist will be required to submit a bio for gallery showings and public announcements. Feel free to attach any reference photos or swatches if you find it would be helpful including other pieces that you have created.

**Timeline: Application Due: March 19th**

- Artist will be notified: April 5th
- Paint pick-up and art installation: April 9th – April 30th
- Biography Due: April 16th
- **All art will be completed by: April 30th**

We have had the privilege of working with the artist community for many years and have always been delighted by the wonderful response from the artists and the community. Having the storm drains completed on time is of critical importance to the success of this project. We hope to provide a fun & informative experience to the community with your help. This important outreach event is dependent upon the volunteer efforts of our supportive & vibrant local art community. We appreciate your willingness and ability to meet all deadlines. Thank you so much.

Please provide a rough sketch of your design idea with your name to this application.

Please write a brief description of your piece:

_____________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Please return to:

**Jane Maginot**
Cooperative Extension Service
2536 N. McConnell Ave.
Fayetteville, AR 72704
You may scan and email your application to: jmaginot@uaex.edu