

VERO BEACH CULTURAL ARTS VILLAGE

MURAL GUIDELINES



INTRODUCTION

The Vero Beach Cultural Arts Village (VBCAV), is now accepting mural submissions. Murals for this project will be limited to the Edgewood neighborhood only. Please review the following guidelines and information.

MURAL INFO

The goal of the mural project will be to enhance the arts village and uplift the Edgewood community. Designs should depict positive imagery and reflect well on the Arts Village. Abstract & non-representational landscapes and figurative design works will be considered. Designs must be original. Design submissions should enhance the Village in a positive manner. We encourage organic design solutions in place of controversial subject matter. These murals will represent the spirit of the Cultural Arts Village community and the residents of Vero Beach

No copyrighted material will be accepted nor will designs featuring business logos, marketing materials or advertising be allowed. The use of a person's likeness without written consent is prohibited. Designs of a political or religious nature will not be accepted. No profanity, obscenity, nudity, or overtly offensive subject matter (defined as offensive to a reasonable person) will be allowed. All types of design and art will be considered.

The site of the mural will be sanded and primed for final use and display. Artists will be allowed to sign their murals, and sponsors will receive credit for their contribution(s).

ARTIST INFO

Artists may submit in groups, teams, or as individuals. Artists or teams may submit up to three designs for consideration. There is no minimum age requirement for participation. Artists under 18 years of age must have parental consent and work under an adult advisor.

All materials listed in the submission letter necessary to complete the mural will be provided for by the Cultural Arts Village. Materials provided by the artist will not be reimbursed.

Artists will be awarded cash in relation to the overall size of the mural. Artist will be rewarded for their time, energy,

and dedication, keeping in mind that we are a non-profit organization.

SUBMISSIONS

Artists may submit mural designs digitally via email, disc, or by sending hard copies via U.S. Mail. To submit a mural design via email, use the following subject line: "Village Walls (Artist Name) Submission."

The artist's submission letter must include:

- Artist's name, address, email and phone number
- Persons other than the artist who will be working on the project
- A methodology for scaling the work to large mural proportions without an armature warping appearance
- Listing of the types of materials you anticipate requiring such as tools, materials, paint and brushes
- List materials needed to access the entire painting surface, i.e., ladders, scaffolding, cherry pickers
- Proof of General Liability and Workers Compensation Insurance Coverage.
- An estimated cost of materials such as paint, tools, brushes and other supplies.

Artists may include a 100 word personal artist statement in a word format to be read during the jurying process; however artist statements are not mandatory.

JURYING & DESIGN ACCEPTANCE

Designs will be juried by the mural committee. When a design has been accepted, the artist will be notified by the committee regarding next step(s). Once the design has been approved by the jurying committee, the artist may not make additional changes to the design without committee consent. The committee makes all decisions on final size and placement of mural. The committee retains the right to replace the mural design at any time.

Successful artists must add the City of Vero Beach and the Cultural Council of Indian River County as additionally insured to their insurance policy. Contract agreements and release forms will be provided as needed.

The mural process will begin this summer and continue indefinitely.

Questions or information, contact:
John Ryan @jhamptonryan@yahoo.com



2041 14th Avenue
Vero Beach, Fl. 32960
(772) 770-4857



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AUTHORIZATION & AGREEMENT



The Village Walls Mural Project agreement is made on _____ between The Vero Beach Cultural Arts Village (Mural Committee), and the property owner listed below (you).

The purpose of the Village Walls Mural Project is to bring attention to the City of Vero Beach in revitalizing mural sites within the Edgewood Community. The project will provide artists with supplies and a means to practice their skill in a way that promotes respect for property and community awareness.

1. This agreement begins on the Effective Date, and ends when the Mural Committee votes for another mural replacement. Each mural will be on display approximately one year unless otherwise noted. If the mural is damaged due to neglect, vandalism or an act of nature, the artist will have the opportunity to repair the damage.

2. During the term, you agree:
a. Grant a license to enter your property and allow use of a wall(s) on the _____ side of your building (the Wall or Fence) to be used for painting or creating a mural. If you are a tenant of the building, you must represent and have the permission and authorization to grant access and/or will secure such authorization from the building owner.

b. to allow the Mural Committee personnel or their staff access, at a mutually-agreed time and date, to the Wall to clean and prep for paint;
c. to allow the Mural Committee or its project staff and artists to paint or install, at a mutually-agreed time and date, the mural on the Wall;
d. Once the mural is completed, you agree to allow it to remain in place and promote it for the Term.

3. During the Term, we will:
a. provide all materials, a professional scaffolding crew (if necessary), project staff and artists for installation.
b. use our best efforts to not interfere with your business during installation;

c. have no continuing obligation to repaint the wall after installation;
d. have a continuing right to photograph and reproduce images of the mural in any media and for any purpose.;
e. warrant that we are self-insured with regard to liability for negligent acts or omissions of Mural Committee officers and employees and for physical loss to property.

4. You agree to release and hold harmless us, project staff, artists, the Cultural Arts Village and the City of Vero Beach from all liability for any claims or damages related to the preparation or installation at the address. You will be provided with an insurance certification from the Cultural Arts Village and the City of Vero Beach. The VBCAV also will require artists and assistants to sign a hold harmless statement.

The decision of the mural design is solely the responsibility of the Mural Committee and not the Owner. The Committee will communicate ideas to the Owner and keep them informed throughout the process.

Mural Site & owner Information

I certify that I am the legal owner and have the authority to commit the building wall for a Mural.

Date: _____
Site Owner Name (Print) _____

Signature: _____

Mural Site Address: _____

Location on Building. Wall location, (NESW?)

Phone number: _____
Email: _____

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