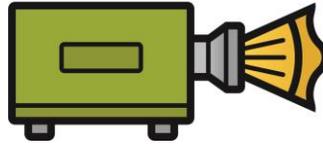


# CALL FOR ARTISTS



**PRO·JECT**  
MIDDLETON

Pro-Ject Middleton is a new art projection series presented by the City of Middleton and curated by the Middleton Arts Committee that activates an unused public space while surprising and delighting downtown visitors. From December through mid-April, Hubbard Avenue will come alive with unique “exhibitions” displaying artistic, cultural, and creative expression from around the region.

The Arts Committee partnered with Electronic Theatre Controls (ETC) and Hubbard Avenue Diner to project works of art on the 12 blank panels adorning the front façade of the Middleton Senior Center, 7448 Hubbard Avenue. In May 2018, the series debuted with a month of exhibitions highlighting Middleton’s own artistic talents and cultural history. Now the Arts Committee seeks submissions from area artists, collectives, curators, and others to exhibit work during the Fall 2018 - Spring 2019 season.

**More About Pro-Ject Middleton:** Pro-Ject Middleton creates a one-of-a-kind public art experience by projecting works of visual, digital, and video media in downtown Middleton. The Arts Committee outlines the following goals for this series:

- Activate a downtown public space with high-quality art
- Create a vibrant arts atmosphere in downtown Middleton
- Provide opportunities for area artists to showcase their work
- Engage downtown visitors, business owners, and residents with a unique public art experience

Each month at dusk to 11:00 p.m. will show a new “exhibition”, and will be free and open to the public Thursdays through Sundays.

**The Venue:** Pro-Ject Middleton takes place in the heart of downtown Middleton, WI. Images will be beamed from a projector mounted on the roof of Hubbard Avenue Diner across the street onto 12 blank panels adorning the front façade of the Middleton Senior Center, 7448 Hubbard Avenue.

**Technical Needs:** ETC generously donated the use of a projector for this series. Images will be uploaded to the projector and set on a timed schedule to run on a continuous loop. The aspect ratio for the projector is 2.5:1; any submissions that do not adhere to this ratio will be formatted against a black background (example included at the end of this document). Submissions should have a resolution of at least 1920x768 pixels. Additional information about technical needs may be provided upon request.

**Judging Criteria:** The Arts Committee will evaluate all submissions based on quality of work, creativity, and overall fit with the display. Based on submissions, the Arts Committee may elect to ask artists to display their work together; the Committee is also not required to select from submitted applications and reserves the right to invite artists/groups who did not apply to consider a Pro-Ject Middleton opportunity. Artists who are not selected may be considered for future programming opportunities presented by the Arts Committee.

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**What selected artists will receive:** In addition to the opportunity to introduce their work to new audiences and to engage with the Middleton area community, selected artists will be provided marketing and public relations support from the City of Middleton and the Arts Committee and will receive a gift card to Hubbard Avenue Diner.

**What we ask of selected artists:** We ask that those who are selected to participate curate an exhibition that is suitable for general audiences and to promote Pro-Ject Middleton via artists' specific networks (website, social media, etc.). The Arts Committee will establish a timeline for submitting images, participating in a technical rehearsal, etc., that the artists are also expected to adhere to.

**The Call:** This opportunity is open to artists living in Dane County. There is no submission fee. Those interested in being considered for the 2018-2019 season should submit the following materials:

- Name, list of your specialized art mediums, Mailing Address, Email Address, Telephone Number
- Artist's statement, including why you're interested in participating in this series (max. 250 words)
- Link to website or Facebook album showcasing your work
- Along with info. sheet, attach jpeg files with resolution of 1920x768 pixels (max. 10 images), Name the files "firstname.lastname.arttitle.ProJect.jpeg" Videos (max. 5 videos, maximum time 1 minute each)

These materials should be compiled into one PDF packet with files attached and sent to the Arts Committee at [middletonarts@cityofmiddleton.us](mailto:middletonarts@cityofmiddleton.us) by 5 pm CST on Thursday, December 13, 2018.



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