

# Guitars on Parade!

A public art exhibit, presented by Streets Alive! Orillia

## CALL TO ARTISTS

**Artist Honorarium:** Up to \$250

**Artist Recognition:** Name of artist on base plate of sculpture  
and in *Walking Guide* booklet

**Artist Hospitality:** VIP invitation to the Guitars on Parade  
Gala & Auction

Orillia's Streets Alive! organization is excited to invite artists to submit applications to participate in an innovative public art exhibit titled **Guitars on Parade**. The "gallery" will be Orillia's city streets during the summer of 2010.

The exhibit will involve the production of approximately 50 seven-foot-tall acoustic-style figures of guitars made of plastic polymer. Artists will transform these figures into original works of art. The guitars will be unveiled to the public at the June Streets Alive! outdoor art event and then put on display at the Mariposa Folk Festival's 50th anniversary event July 9–11, 2010.

Following this weekend, the guitars will be displayed in the downtown core of Orillia and along the boardwalk of the Port of Orillia. The Guitars on Parade exhibit will be supported with a *Walking Guide*, which will provide a map and the name of each guitar and of each artist and sponsor. The exhibit will end with a Guitars on Parade gala and auction in November of 2010, where several of the guitars will be sold by auction. Proceeds from the auction will support Orillia's Streets Alive! organization in its ongoing work to promote Orillia as a premiere destination for outdoor art.

### **A step-by-step guide to the Guitars on Parade public art exhibit for artists:**

- Artists must complete entry information and guitar design on the forms provided.
- Design submissions must be received at OMAH by 4 p.m. on December 22, 2009.
- A jury will select up to 50 designs from all entries.
- The artists of the chosen designs will be notified by January 9, 2010.
- The chosen designs will then be available for sponsor selection.
- Painting of the guitars will be completed by June 15, 2010.
- Painted guitars will be unveiled on June 26 and will on display for the public during the Streets Alive! outdoor art celebration in downtown Orillia.
- The public will vote on the painted guitars between noon and 2 p.m. on June 27.
- From the tallied public votes, up to four artists will win \$500 'People's Choice' prizes.

# Guitars on Parade

## ENTRY/DESIGN INFORMATION:

1. Artists are asked to create original and unique guitar designs. Entries must be in colour and can be drawn, painted or copied and pasted on the form provided. The design should be a close representation of the image the artist intends to paint or decoupage on the guitar figure. The design, when painted, needs to incorporate all facets and sides of the guitar, including front, back, sides and neck.  
**Artists must sign the disclaimer on the entry form.**
2. No logos or political, religious or sexual content is permitted in the design.
3. Designs must ensure public safety (i.e., no sharp protruding objects) and be relatively vandal-proof.
4. **Mail or drop off design entries to:**  
Guitars on Parade  
c/o Orillia Museum of Art & History  
30 Peter St. S.  
Orillia, ON L3V 5A9.
5. Deadline for design submission is 4 p.m. on December 22, 2009.
6. Entries will be juried by a panel of at least three judges appointed by the Orillia Streets Alive! Committee. The judges' selection will be based on:
  - originality
  - technique.
7. Decisions on acceptance are final.
8. Successful applicants will be notified by January 9, 2010.
9. As part of the agreement, the contracted artist may also be required to paint a 12" version of their guitar.
10. **Technical information:**  
The guitars are made of plastic polymer and will arrive sanded and primed. A list of recommended paints will be given, but artists will be required to provide their own materials.

For more information, please contact:  
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