

Flatbush Ave BID

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Distinction: Street Banner Art Competition

Guidelines

Purpose: The Flatbush Avenue Business Improvement District (BID) is hosting Distinction: Street Banner Art Competition which includes a pop-up gallery. The art competition invites local novice and professional visual artists to submit artwork based on the theme provided. A select number of artists will move to the gallery phase of the competition where their work will be displayed in participating businesses in the BID. The public, in conjunction with a panel of judges, will vote for the finalists. The final phase will be the unveiling where the finalists' artwork will appear on sponsored street banners that will be displayed across the Flatbush Avenue BID – which stretches for approximately one mile along Flatbush Avenue from Parkside Avenue to Cortelyou Road - for about one year.

Theme: By definition, *distinction* is excellence that sets someone or something apart from others. The Flatbush Avenue BID sits in the heart of the Flatbush neighborhood and at the crossroads of two major Brooklyn streets (Church Avenue and Flatbush Avenue) in a borough that boasts a considerably high concentration of people of Caribbean heritage. From the retail mix to the restaurants to the overall vibe, the heritage is something unique to be celebrated as it adds to the Brooklyn flavor. Artists are to create artwork with this theme of *distinction* in mind.

Process: There are *three* phases to the Distinction: Street Banner Art Competition:

❖ **Phase I – Launch/Submission**

- Application will be available from October 1st, 2018 – October 31st, 2018 at 5pm
- The application is not saveable, therefore, you will need to gather all of the required items in order to complete the application and submit. If the application is exited prior to submission, all work will be lost.
- Maximum of three (3) pieces of work can be submitted
- Each piece must be uniquely titled and must include a description of the artwork (detailing how the pieces are relevant to the community/theme), no more than 200 words (example of file name: *Jane_Doe_Sunshine*)
- A brief artist bio of 150 words or less will be required
- *Artwork guidelines for review* – Artists are to reduce the size of their artwork just for review by our panel of judges.
 - Artwork must be a between 600px and 900px high
 - JPG, PNG, GIF or BMP

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- Artwork guidelines for banners – Be sure the artwork fits the below specifications as winning artwork will be reproduced on banners that are 3' wide by 8' high
 - 150dpi at 37" wide by 97" high
 - EPS, PDF or JPEG – High Quality
 - Native art file may be required
 - One file per design
 - File should be CMYK
- ❖ **Phase II: Pop-up gallery (Finalists only)**
 - Selected artwork (2' by 3' produced by the BID) will be displayed in participating businesses in the Flatbush Avenue BID from November 16th – December 17th, 2018
 - Artists will be notified by November 9th, 2018
 - The community will be able to view and vote on the artwork
 - A release form, signed by the artist, will be required before artwork is printed and advertised
 - An image of the artist will be required
- ❖ **Phase III: Distinction Unveiling Reception**
 - Winning artwork will be announced at the Unveiling Reception in March 2019
 - Banners will start going up the week of March 11th, 2019

*If there are any additional questions, please feel free to contact
Natasha at the Flatbush Avenue BID/Church Avenue BID at
(646) 874-3162 or email at churchflatbush1@gmail.com*