



ArtPop ATL 2020 Submission Guidelines

The ArtPop Street Gallery competition, in partnership with the Cultural Arts Council Douglasville/ Douglas County, is celebrating its 1st year in Atlanta! ArtPop ATL shines a spotlight on our city's talented artists by placing their work on available billboards throughout Atlanta. Atlanta artists working in ALL media are invited to submit artwork for consideration and possible display on 1 of 30 available billboards circulating the region in 2020/2021. Artists are limited to one artwork submission. One of the placements is reserved for a graduating high school art student with plans to attend college in an artistic field.

ArtPop Street Gallery is a 501(c)3 non-profit organization that works with arts organizations, philanthropists supporting the arts and media companies across the country to promote artists, give them a voice, create public street galleries and energize resident' communities. Currently, ArtPop has provided a platform of promotion to 368 artists in 14 cities nationwide since 2014! Art + Public Outdoor Project = ArtPop. For more information, visit ArtPopStreetGallery.com.

ArtPop ATL is presented in partnership with the Cultural Arts Council Douglasville/ Douglas County, Douglas County Tourism, Lamar Advertising, Clear Channel Outdoor, Outfront Media, and Clear Channel Airports (Hartsfield Airport).

Call Dates:

- Opens: April 6, 2020
- Final Submissions Due: May 23, 2020 at 11:59pm
- Juried in artists will be Contacted the week of June 1, 2020
- Billboards will be installed the week of June 22, 2020.

Eligibility: ArtPop ATL is open to artists living in the designated Atlanta counties who have an active web site. Artists must be 18 years of age or older and the work must have been created within the past three years.^ Artists who have been selected for ArtPop ATL may not apply again until three years from the year they were selected.

^ The Sr. High School student DOES NOT have to be 18 or have a website but they do need to be transitioning after HS graduation to study the arts in college.

Selection and Exhibition Process: 30 artworks will be chosen by the ArtPop ATL selection committee comprised of representatives from the Cultural Arts Council, ArtPop, Billboard companies, ArtPop alum artists and two at large community members. Selected artworks will be displayed on billboards owned and managed by multiple billboard companies Advertising throughout Metro Atlanta area for up to one year on billboards and in the Atlanta Airport. Billboard locations are determined by availability and at the discretion of Billboard companies and the Atlanta airport. Exhibited artworks may be relocated at any time during the year of

display. ArtPop cannot guarantee artwork locations. Selected artists are not able to choose their artwork location. Work may also be featured at ATL airport with Clear Channel Airports on a space available basis.


Submission Guidelines: All applications will be accepted through the Cultural Arts Council Douglasville/ Douglas County application portal. To begin, login or register for a new account through Café. Interested artists will need to provide contact information, a website, brief bio, artist statement and provide a digital file of the artwork for consideration. All submissions must strictly adhere to the specifications and guidelines listed below or they will be disqualified.

- Artwork that does not meet the specification requirements will not be reviewed. The proportion of the submission MUST be correct to the billboard ratio below to be considered for review.
- All artwork is subject to approval by the Cultural Arts Council Douglasville/ Douglas County, ArtPop and billboard companies. No offensive, or slanderous work will be accepted.
- Material copyrighted by anyone other than the artist will not be accepted.
- Artists must provide production-ready work that is to scale.
- Artists are limited to one artwork entry.
- Selected artists will be required to link to the ArtPop website and Cultural Arts Council Douglasville/ Douglas County (artist website address required for submission, except for HS student), ArtPopStreetGallery.com for one year and do a minimum of one social post each month (12 posts/year) about their participation in the program and which follows ArtPop branding guidelines, and tags #ArtsDouglas, #ArtPopATL. ArtPop will require the hi-resolution full image as well as the cropped image. Cropped is what will appear on the billboards & ATL airport.

The final billboard displays will look like this (example from an existing city program):



FILE SPECIFICATIONS*
300 DPI | CMYK
LIVE AREA (Black area) 24"x5.5"
BLEED AREA (Gray Area) 24.25"x5.75"
*CAFE FILE UPLOAD LIMIT IS 5MB.
IF CHOSEN ARTIST MUST PROVIDE HI-RES 300 DPI IMAGE

 **ARTISTS NAME** ArtPopStreetGallery.com **LOGO AREA**

Artwork Submission Requirements:

- Acceptable document type: jpg
- Artwork File Size: 24" w x 5.5" h at 300dpi
- **Please note: For initial submission, max file size is 10M. If chosen, artists MUST provide a 300 dpi image of their work.**
- Billboard Size: 48'w x 14'h

A **YouTube Video** with specifics on how to size your entry is available at <https://vimeo.com/316360608>.

For technical assistance, please contact Emily Lightner at 770-949-2787 or info@artsdouglas.org.

After reviewing guidelines specs and you still have trouble understanding, we recommend local graphic designer for her PAID services to prepare artists art for submissions. Her name is Melody Roberts. melody@outofhomecreative.com or if artist knows a graphic designer, you are encouraged to get professional help in photography and file lay out. <https://vimeo.com/316360608>. Artists only need to be concerned with LIVE AREA and they will need to provide when juried in a hi-rez full image as well as

cropped image.

The mission of the Cultural Arts Council Douglasville & Douglas County (a non profit 501c3) is to nurture, guide and stimulate the enjoyment of and participation in the arts among Douglas County residents and visitors by providing an atmosphere conducive to the arts, broadening the spectrum of quality exhibits and performances available to the community, and fostering individual interactions with the arts through a wide range of satellite groups.