

Art on the Riverfront Trail - Fruita Artist Application Guidelines

The art on the Riverfront Trail (aRT) program is designed to transform bleak underpasses along the Little Salt Wash Riverfront Trail spur into vibrant, colorful artistic expressions that enhance the trail users' experience. This program is a fluid process with murals changing annually, bringing new and fresh designs to the Little Salt Wash Riverfront Trail spur. We will expand our rich artistic community and provide spaces to nurture budding artists by creating a more vibrant environment.

Artists will be vetted through a process that includes selection by committee. The specific sites mentioned in this application will be vetted works of art.

The context of the work must be socially acceptable. The artwork's appearance and visual relationships with the surrounding environment shall also be considered. Artwork which conflicts with local values or is determined to not be in the public interest will not be approved. All vetted sites are on either CDOT or City owned properties. The following design features will not be approved:

- Artwork that is going to be a public nuisance
- Animation and moving parts, flashing disks that simulate lighting, text messages
- Water features
- Lighting or reflective elements
- Company logos or symbols, living logos, commercial signing or advertising
- Physical flags & banners
- Artwork that requires electricity
- Tag crew affiliation, monikers, gang affiliation, numerics, and foul language

Artwork shall also be designed using long lasting materials which require minimal care and resist vandalism. The artwork will not be detrimental to the longevity of the structure.

Guidelines for submission:

- Submit your application online to lorieg@gjcity.org. Include your application and a comprehensive color sketch of your proposed mural. Name attachments accordingly: Proposal 1, proposal 2 etc.
- Your application will be reviewed by a panel and you will be notified via email of your status.
- If accepted, you agree to paint your mural on Saturday, September 23, 2017 as part of the Fruita Fall Festival. Your installation may be filmed and posted on social media.
- Walls will be primed by the City of Fruita
- The artist will be responsible for all supplies to create their mural.
- **Deadline for submissions is Friday, July 14 by 5:00 pm.**

Questions should be directed to Lorie Gregor at 970-254-3876, lorieg@gjcity.org.