

**San Jose Downtown Foundation
Request for Artwork Submissions
Downtown Doors 2010-11**



Before



After

Program Description

Downtown Doors is a high school art competition and outdoor exhibit sponsored by the San Jose Downtown Foundation. The program is designed to give students a real life opportunity to learn how public art is selected and installed as well as provide an opportunity to build upon their current artistic skills. Additionally, the program provides a way for the youth of Santa Clara County to be involved in shaping their urban environment.

Blank service and utility doors that face major streets and walkway are used “canvases.” Each piece that is selected is enlarged then transferred onto vinyl adhesive decals and professionally installed (wrapped) on the door sites. The artwork is featured for two years.

The large-scale installations are unveiled in June during an artists and sponsor recognition reception. Students, teachers, schools and sponsors are recognized at the reception. Each student, whose piece is selected, receives an award packet, which includes an honorarium among other items. Each school, whose artwork is selected, also receives an honorarium.

In 2011, student artwork will be installed at approximately 25 outdoor locations in the core of downtown San Jose. A complete list of door sites is on page three.

Selection Process

The program is offered to several public and private high schools within Santa Clara County. Artwork is judged without preference or knowledge of the artists’ school, grade or name. An Art Selection Committee, which is comprised of a minimum of 4 members from the local art community and one foundation Trustee, review the artwork and reward the best pieces based on merit and meeting

criteria outlined in the below. All works that have been selected are forwarded to the property owners (door site hosts) for final approval.

Judging Criteria

- ❑ The artwork enhances the environment and has aesthetic quality.
- ❑ The piece is dynamic and makes people stop and look.
- ❑ Content is appropriate for all ages and respectful to all communities.
- ❑ Artwork content is not political, commercial, or religious.

Tips, Guidelines and Recommendations

- Encourage the highest standards of workmanship.
- Guide students to achieve neat work, which demonstrates a significant time investment, thought in design, and considers color, contrast, and content.
- The larger the original artwork, the better the definition will be when it is enlarged to fit the door site.
- Original artwork can be no larger than 36" x 36" portrait or landscape. This is due to the process used to create the decals.
- Do not submit artwork smaller than 8.5" x 11", unless the piece has very high quality resolution, i.e. photography.
- Submit a variety of portrait-oriented and landscape-oriented entries- door sites vary from square to rectangular.
- Artwork might be slightly cropped on the top, bottom or sides to fit the specific selected site.
- Students must have written permission to use any copyrighted material.
- Think big! Have students keep scale in mind when creating their artwork and promote design concepts that translate well on a larger scale.

PHOTOGRAPHY: Photographs must be shot at the highest resolution possible. Even though a hard copy is submitted, we recommend saving the digital files, so that we can enlarge and print from the native file if your submission is selected.

Artwork will remain the property of the artist.

Submitting Artwork- Digital submissions are encouraged.

Drop off and pick up location:

San Jose Downtown Association
28 N. 1st St., San Jose
10th floor

Drop off dates: March 21 through March 25, 2011

Pick-Up Dates

Selected Artwork*: June at the artists and sponsor recognition reception

**In order to complete the enlargement process and display artwork at the reception, selected pieces remain at the San Jose Downtown Association office until the artist and sponsor recognition reception in June.*

Non-Selected Artwork: April 18 through April 22, 2011

Number of submissions

- Students may enter more than one piece of artwork.
- Schools are limited to submitting 10 pieces of art.

Each piece of artwork must have a label on the back with the following information

- Student name
- Teacher name
- High school
- Title of the piece
- Contact phone number/email

Each school/teacher is required to submit a document that summarizes the pieces that have been submitted, student information along with contact information. Please include the teachers name, contact information (phone and email), list of students submitting artwork and corresponding title of the artwork submitted.

For photos of the current exhibit, visit http://www.sjdowntown.com/Downtown_Doors.html

2010-2011 Doors Site Hosts

- The Fairmont San Jose
170 S. Market St. (nine door sites)
- Digital Realty Trust, The Pavilion
First and Second streets at Paseo de San Antonio, (three door sites)
- The San Jose Repertory Theater
101 Paseo de San Antonio (four door sites)
- Forest City Commercial Management
50 W. San Fernando St. (one door site)
- Camera 12 Cinemas
201 S. Second St. (nine door sites)

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