

# RFP: Festival Merchandise Design Contest

Winning design will be featured at the 2024 Kimball Arts Festival hosted by Kimball Art Center on Historic Main Street in Park City, UT



In-person screenprinting at one of the first Kimball Arts Festivals.

**Eligibility:** Utah based artists  
**Submission Deadline:** July 8th  
**Notification Date:** July 10th  
**Honorarium:** \$500

# **Table of Contents**

<b>Kimball Art Center and the Park City Kimball Arts Festival</b>	<b>3</b>
Mission, Vision, and Values	4
Kimball's Art Education and Exhibition Programs	5
<b>Contest Information</b>	<b>6</b>
Purpose	6
Artist Eligibility	6
Rules and Regulations	6
<b>Timeline</b>	<b>6</b>
<b>Design Criteria</b>	<b>7</b>
<b>Judging Criteria</b>	<b>7</b>
<b>Release of Ownership</b>	<b>8</b>
<b>Awards</b>	<b>8</b>
<b>How to Submit</b>	<b>8</b>

## **Kimball Art Center and the Park City Kimball Arts Festival**

In the summer of 1969, a group of local Park City, UT artists came together to launch an open-air arts festival on historic Main Street. Their aim was to imbue Park City – already a bustling ski resort during the winter – with cultural offerings in the summer months. Inspired by the artists’ creative energy, local philanthropist Bill Kimball decided to expand upon their efforts by creating Kimball Art Center (KAC), a permanent home for the visual arts in Park City. Since its inception in 1976, the Kimball Art Center has organized what we now know as the Park City Kimball Arts Festival.

Under the guidance and management of the Kimball Art Center and a longstanding partnership with Park City Municipal Corporation, the Park City Kimball Arts Festival – true to the spirit of its founders in the summer of 1969 – has established itself as one of Utah’s leading cultural events. Each year, the arts festival showcases the work of 200 jury-selected artists and welcomes approximately 29,000+ attendees from around the world. Now in its 55th year, this three-day, open-air celebration of the arts is considered one of Park City’s signature events.

The Kimball Art Center has grown into a nationally recognized educational institution that provides international quality art exhibitions and dynamic educational opportunities for the residents of Park City, Summit County, Wasatch County, and the area’s many visitors. As one of the area’s oldest cultural nonprofits, KAC introduces visitors to the artistic process through its educational programs and gives insight into the many layers of creativity with its exhibition and event programs. We see our role as a vital component of civic life for residents and visitors in our area and serve as a stimulant for creativity and community dialogue aiming to energize Park City’s vibrant arts community.

## Mission, Vision, and Values

**Kimball Art Center inspires, educates, and connects through art by offering exhibitions, classes, and events to Park City residents and visitors.**

The Kimball Art Center's vision is to build a world where art is one of the deepest forms of communication.

Kimball Art Center's Values:

*Curiosity Matters*  
*Creativity Matters*  
*Collaboration Matters*  
*Art Matters.*

As a program hosted by the Kimball Art Center, the **Park City Kimball Arts Festival** inspires and educates Park City residents and visitors by connecting them to high-quality artwork, professional artists, and the artistic process.



Clockwise from top left: Mark Lewanski, Glass artist booth; Young Artist Academy students live painting during Local's Night; Regina Lyubovnaya, Painting artist booth, Kimball Art Center clay instructor teaching an attendee to wheel throw

## **Kimball's Art Education and Exhibition Programs**

Proceeds from the Park City Kimball Arts Festival directly fund year-round exhibition and art education programming at the Kimball Art Center. As an educational institution, teaching is a big part of the Kimball Art Center's work. Onsite and community classes reach thousands of students each year, and KAC's range extends far beyond Park City through outreach programs where educators bring the art to the students. In 2022, KAC exhibited works by internationally recognized artists as well as local Utah artists. Each new exhibition is paired with a roster of community offerings to more fully investigate each exhibit – experiences like artist talks and book clubs to butterfly-pinning and learn-to-embroider workshops.

The Kimball Art Center believes art should be accessible to all and that art plays a critical role in the overall success of the community. That's why KAC provides art education in our studios and Utah school, offers thoughtfully curated exhibitions in our galleries, and hosts a number of annual community events.

### ***Exhibitions***

KAC hosts international quality art exhibitions featuring work from emerging to established artists. In conjunction with our exhibitions we offer programming with the purpose of bringing people together as a catalyst for new ideas.

### ***Art Education***

As an educational institution, KAC provides art education to Park City students and art classes through weekly programs, drop-in experiences, workshops, and camps.

### ***Community Art Education***

Kimball Art Center is the only nonprofit in the state of Utah committed to providing consistent art education in public schools. Every year, KAC's programs and outreach impact more than 15,000 students.

Art speaks a universal language. As one of the deepest forms of communication, art builds connections between people and cultures, uncovers meaning, and makes life richer. Art is at the center of everything Kimball Art Center does – from the renowned contemporary art exhibitions to the hundreds of varied classes taught each year to the annual Park City Kimball Arts Fest on Main Street each August.

## **Contest Information**

### **Purpose**

The Kimball Art Center is requesting proposals for a design to be printed on t-shirts and other wearable goods at the Kimball Arts Festival this summer, August 2-4, 2024. Screenprinting will happen live at the festival by Motherlode Printing at the intersection of Heber Avenue and Main Street. One design will be selected and will receive an award, see pg. 8.

The winning design will be printed on high quality items and sold as festival merchandise to the general public, given away to KAC members and donors as a membership perk, and gifted to KAC staff and board members. Any profit from merchandise sales directly supports Kimball Art Center's year-round art education and exhibition programming.

### **Artist Eligibility**

All Utah based artists are eligible to submit a maximum of two (2) designs per person. The artist's primary residence must be within the state of Utah to be considered eligible. All applicants must be 18+ years of age. If you are under the age of 18, your design must be submitted by a parent or guardian on your behalf.

### **Rules and Regulations**

By entering the competition you are certifying that all designs are your own original, unpublished work and that the Kimball Art Center has exclusive rights to use your design.

If you are chosen as the winner, KAC will require a print-ready design file within 10 days of notification (Monday, July 10th). KAC also requires the winning artist to agree to work with the chosen printer in the event slight changes/modifications are necessary for production. If the winning artist does not produce a print ready file by July 10th or is unable to work with the chosen printer, an alternate winner may be chosen in order to meet production deadlines.

### **Timeline**

**Deadline to Submit Designs:** 11:59 pm MDT July 8, 2024

**Artist Notification:** July 10, 2024

**Deadline to Submit Print Ready File:** July 12, 2024

**Festival Dates:** August 2-4, 2024

## Design Criteria

- **Theme:** Designs can relate directly to the Kimball Arts Festival, Park City, art, or what being a part of the Park City art community means to you. Designs should evoke the mission, vision, and values of the Kimball Art Center (see pgs 4-6).
- **Unpublished Original Work:** The design must be your own original, unpublished work.
- **Event Name, Date, and Location:** Your design must include the event name “Kimball Arts Festival”, the location “Park City, UT”, and either the date (August 2-4, 2024) or the festival’s annual year (55th annual). Examples below:
  - 55th annual Kimball Arts Festival, Park City, UT
  - Kimball Arts Festival, August 2-4, 2024, Park City UT
  - 55th annual Park City Kimball Arts Festival
- **Size:** Design must be for one side of shirt only and no larger than 13”x13”.
- **Color:** Designs must be one color graphics due to limitations of on-site screenprinting. As the designer, you may recommend the color of ink used to screenprint and the color of the t-shirt. KAC reserves the right to make the final decision on all color choices.
  - KAC Color Palette:
    - KAC Red - C:5 M:96 Y:80 K:22, Hex #AF272F
    - KAC Steel - C:63 M:48 Y:43 K:50, Hex #4474B
    - KAC White - C:0 M:0 Y:0 K:0, Hex #FFFFFF
- **Typeface:** Designs may include any font. If you would like to match the Kimball Arts Festival’s official font use the following:
  - Primary Font: Acumin Variable Concept - Wide Extra Light or Wide Black Italic
  - Secondary Font: Acumin Variable Concept - Bold, Bold Italic, or Regular
- **Designs May Not Include:**
  - Adult content including but not limited to violence, weapons, sexual themes, drug use, etc.
  - Political content of any kind
  - Other logos, insignias, or representations of another brand, company, or individual
  - Unoriginal or copyrighted material of any kind

## Judging Criteria

The contest’s selection committee will include board and staff representatives of the Kimball Art Center. Committee members will judge designs based on the following criteria:

- Submission meets criteria stated above
- Originality of concept and design, demonstrates creativity and innovation
- Connection to the Park City community and the Kimball Arts Festival
- Overall design execution and layout
- Totality of design and production readiness

Decisions by the selection committee are final.

## **Release of Ownership**

By submitting a design, you are giving the Kimball Art Center permission to post your submission on our social media platforms indefinitely and if your design is selected, to use on t-shirts as well as other promotional materials, souvenirs, and merchandise items indefinitely. If your design is not selected, you will retain all ownership.

You are also certifying that the submitted design is your original work and you give permission for this work to be reproduced for purposes of publicizing the Kimball Arts Festival. If selected as the winner, this submission becomes the property of the Kimball Art Center, which will retain permission and all legal rights to the artwork selected, including all reproductions and photographic rights.

## **Awards**

The selection committee will select one design to screenprint on to be determined merchandise items, potentially including but not limited to tote bags, t-shirts, sweatshirts, and posters as well as post on media platforms. The winner will receive a \$500 honorarium, a festival VIP ticket, media recognition, and two (2) merchandise items printed with their winning design.

## **How to Submit**

Please include all components listed below when submitting your design:

- Each entry must be submitted as a completed work with a high resolution (minimum 300 DPI) .jpeg, .pdf, .png, or .ai file of the design and a mock-up of the design on a standard t-shirt
- Brief artist statement and explanation of design
- Examples of previous work that best reflects any work you've completed that is similar to this request. Please limit examples to three (3) per artist.
- Contact information: Phone, email, mailing address

Submit your design(s) via email to [artsfest@kimballartcenter.org](mailto:artsfest@kimballartcenter.org) by the submission deadline, 11:59 pm MDT June 8, 2024.