



# PROJECT: POP-UP

Newton and Needham

**CULTURAL DEVELOPMENT**

*In partnership with Project Pop-Up*

**Art Exhibition Opportunity**

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Project Pop Up will activate 5-8 vacant storefronts in Newton and Needham this summer. These spaces will welcome retailers, makers, food purveyors and other small businesses looking to take their concepts for a brick and mortar test drive. Brands will have the opportunity to pop up for 2-3 months and be provided with access to a suite of resources to help seed their success.

This project offers the opportunity to exhibit art in the interior spaces occupied by brands and retailers participating in *Project Pop-Up*. If you would like your work to be considered, please complete the process detailed below and submit your request by the deadline of **Monday May 10<sup>th</sup>**.

Our goal is to display high quality, original artworks and to match retailers with appropriate artwork, enhancing the overall retail experience.

## **PROCESS**

Submissions must be original artwork by the artist. Submissions will be reviewed and juried by a board composed of representatives of *Project Pop-Up*. The board will have sole and exclusive discretion about which artwork will be displayed. All decisions are final and not subject to an appeals process.

Once notified of acceptance of a submission, the artist must contact the Newton Cultural Development office to arrange or confirm exhibit dates, and other deadlines.

The artists retain all copyright in any work submitted for consideration. However, by displaying artwork in *Project Pop-Up*, the artist grants a license to UpNext, the City of Newton, the Town of Needham to freely use, print and reproduce the work, in whole or in part, for promotional, or any other purposes.

Both the City of Newton and the Town of Needham assume no responsibility for lost, stolen, or damaged items while in transit, on display, or during installation or removal of the exhibit. All artwork displayed is done so at the artist's risk.

## **APPLICATION SUBMISSION REQUIREMENTS**

Applicants are encouraged to submit the following requirements via email to Danielle Moriarty, dmoriarty@newtonma.gov:

- 3-5 Digital images representative of the work you would like to exhibit\*. The images should be of recent 2-dimensional, original work.

*\* the size of each retail space will vary. If you are accepted, you will be included in curating the space, in an effort to ensure your needs and those of the retailer are fulfilled.*

- A resume or CV
- Artist bio
- A brief artist statement of work submitted

If submitting a hard copy, you may do it in person or by mailing to Newton Cultural Development, 1294 Centre Street, Newton Center, MA 02459

## **SIZE AND WEIGHT REQUIREMENTS**

All artwork must be ready to hang and must comply to the following dimensions and weight:

- Maximum Dimensions: 72" in either direction, and no more than 5" depth from the wall (front to back of the piece)
- Maximum Weight: 18 pounds per piece

## **LENGTH OF DISPLAY**

All artwork displays will be scheduled for 2-3 months during the summer with definite display dates established in advance. It is the sole responsibility of the exhibitor to set up and remove the exhibit in accordance to the established schedule.

## **SUBMISSION DEADLINES**

All submissions must be received by **Monday, May 10<sup>th</sup>**, 8:00 a.m. for consideration.

## **INSTALLATION AND REMOVAL OF EXHIBITIONS**

The artist will take full responsibility for hanging and removing work. Once an artist has been assigned a location, more details regarding installation methods will be communicated.

## **EXHIBITION ANNOUNCEMENTS**

Once selected for *Project Pop-Up*, the artist is responsible for notifying the City of Newton or the Town of Needham respectively, (Offices of Cultural Development) of all exhibit announcements, promotions, press releases, price lists, and anything associated with the artwork. Such information may be included in social media accounts, city's/town's website, community newsletter or local newspaper, public television channel, local radio segment, or event handouts or advertisements. All publicity created by the City of Newton or the Town of Needham, and any photographic or written record of the exhibit, is the

property of the City of Newton and/or the Town of Needham. The exhibitor must provide a display card, describing the artwork, or title label, indicating the name of the artwork, the artist's name, medium used, and price of piece, if applicable.

## **SALE OF ARTWORK**

Artwork on display may be offered for sale by the artist. The artist is responsible for conducting the sale of any work directly with the buyer. Such transactions are private, and the City of Newton or Town of Needham and its employees or representatives will not assist or participate in the negotiation or sale of any artwork. Any work that is sold during the exhibition period, should remain on exhibit throughout the designated period.

For questions, please contact Newton Cultural Development at 617-796-1540 or email Danielle Moriarty at [dmoriarty@newtonma.gov](mailto:dmoriarty@newtonma.gov)