

Call for Artists: Holyoke Storefront Art Project

High Street Spring/Summer 2025

Attention artists in the Holyoke area: Holyoke Art is offering you the opportunity to showcase your work in exciting and unique exhibition sites: Vacant storefronts along High Street! This project is designed to reactivate vacant store windows by filling them with artwork in order to brighten the downtown area, increase foot traffic, and showcase local artists.

Proposals due no later than April 28, 2025

We seek proposals from:

- **Visual artists:** To submit images of existing works or proposals for new works to be printed on banners and installed in empty storefront windows on High Street for at least 6 months. Please note the banners will be of varying dimensions, according to the storefront chosen for that piece to be displayed. Most will be between 2 and 5 feet wide, by 4 feet tall.

Project Information

- **Artwork:** You may submit up to three images of existing or newly created works, in any medium: paintings, drawings, photography, high resolution photos of sculptures, glass work, felt work, and any unique handcrafted artwork is eligible to be proposed as display material for the storefronts.
- Original artwork will not be displayed. Holyoke Art will print high quality, large scale images of selected works onto banners and install these in storefront windows on High Street, to remain for at least 6 months.
- Successful proposals will engage passersby both day and night, so content must be suitable for the general public including children.

Benefits for participating artists

1. Artists who are selected will receive a \$500 honorarium
2. All participating artists will have their work clearly labeled on the display material.
3. Actively promoted with a publicity campaign coordinated by Holyoke Art.
4. Original or prints of art work can be available for sale at the ARTery Marketplace with proceeds of 70% to the artist and 30% Holyoke Art.

Selection Process and Criteria

The review process is competitive and the review panel will be looking for a diversity of offerings. All applicants will be selected based on the following criteria:

- 1) High level of engagement with the street and passers-by
- 2) Artistic Excellence
 - 3) Benefit to the community
 - 4) Preference will be given to Holyoke artists or those who have ties to Holyoke.

We place a high priority on selecting proposals that reflect our goal to go beyond merely displaying art, and really make an attempt to engage passers-by through vision and concept. Please remember that these installations are viewed by audiences of all ages. Anything with explicit content will not be considered.

Anticipated Project Schedule:

Proposals due no later than: **April 28, 2025**

Artists notified of selection by **May 15, 2025**

Installation process to take place between June 1, 2025 and June 14, 2025

De-installation to take place between - 6 months or more after installation.

Application Procedure

Apply here: <https://forms.gle/DKKxNkMQzY5w98HA>

Please submit this Google Form no later than **April 28, 2025**.

Any questions, email Holyoke Art Executive Director Kathy McKean, Kathy@holyokeart.com or call 413 420-8303 ext 1