CALL FOR ARTISTS

Allentown Artist Call for Works Celebrating Community

at People First Federal Credit Union on the ArtsWalk,
26 N. 6th Street, Allentown PA

January 13, 2022 | Application Deadline: February 14, 2002

An Allentown-wide arts competition will be sponsored by People First with Allentown Mural Arts to celebrate the opening of its new branch in downtown Allentown at 26 N. 6th Street directly across from Miller Symphony Hall. The winning artwork will be reproduced and displayed for one year in the People First windows on the ArtsWalk and receive a $2,500 cash prize.

The Competition is an opportunity to recognize and encourage the artistic talent in our region.
The Competition is open to Allentown residents. The submitted works will be featured on the People First website peoplefirstcu.org, and on social media.

SUBMISSIONS PROCESS

All submissions are due by Monday, February 14, 2022, and participants should email their submission to: Marketing@peoplefirstcu.org.

- The email submission should contain the following *attachments*:
- A clear, high-resolution image of the artwork uploaded in a PDF, JPEG, or PNG file (5mb max).
- A scanned, signed copy of the artist identification sheet included in this document.

The *subject line* of the email should read *"2022 People First Mural Competition."*

The *email body* should include:

- Name
- Address
- Name of Artwork
- Medium Used
- Description of artwork **

***make sure to write in why you think your piece captures this year's theme, and what the image you chose to focus on means to you personally.*

Rules
The following is a summary of rules:

Artwork entered should be to scale of its final reproduced size 212”W x 89”H. (For instance, original art can be 21.2” x 8.9” then photographed in high resolution.) If selected People First will have it reproduced and installed. An example of medium could be:

- Paintings - including oil, acrylics, and watercolor
- Drawings - including pastels, colored pencil, pencil, charcoal, ink, and markers (It is recommended that charcoal and pastel drawings be fixed.)
- Collages - must be two dimensional
- Prints - including lithographs, silkscreen, and block prints
- Mixed Media - use of more than two mediums such as pencil, ink, watercolor, etc.
- Computer-generated art
- Photography

All entries must be original in concept, design and execution and may not violate any U.S. copyright laws.

2022 Theme

The theme for our 2022 competition is "Community.” Community is the feeling of acceptance, belonging, and/or sense of attachment to the neighborhood. Try to think outside of the box when deciding what community means—and looks like to you—and show us in your artwork.
The words “People First,” and/or the symbol must be incorporated somewhere in the artwork.

Important Timelines:
Submission Deadline: February 14, 2022, 5pm ET
Finalist Notification: March 1, 2022
Final Designs Submitted to AMA (for reproduction): March 31, 2022
Installation Period: April 2022 (exact date TBD)

ANNUAL CASH AWARD

The winner of the annual People First on ArtsWalk Jury Prize will receive a significant cash prize ($2,500) to a single work selected. Winner will be determined by a jury from People First and Allentown Mural Arts and notified by March 1, 2022. Artwork will be produced and installed during April 2022 and unveiled at a soft opening of the 6th Street branch location. Date TBD.

About People First Federal Credit Union:
People First Federal Credit Union (People First) is a federally chartered and insured credit union that has been serving the Lehigh and Northampton Counties of Pennsylvania by offering low-cost financial services for more than 70 years. With more than $800 million in assets and more than 75,000 members, People First serves more members than any other credit union in the Lehigh Valley region. A member-

owned, caring, provider of financial services, People First is committed to helping the people of the Lehigh Valley and beyond to improve their lives and secure a better future.

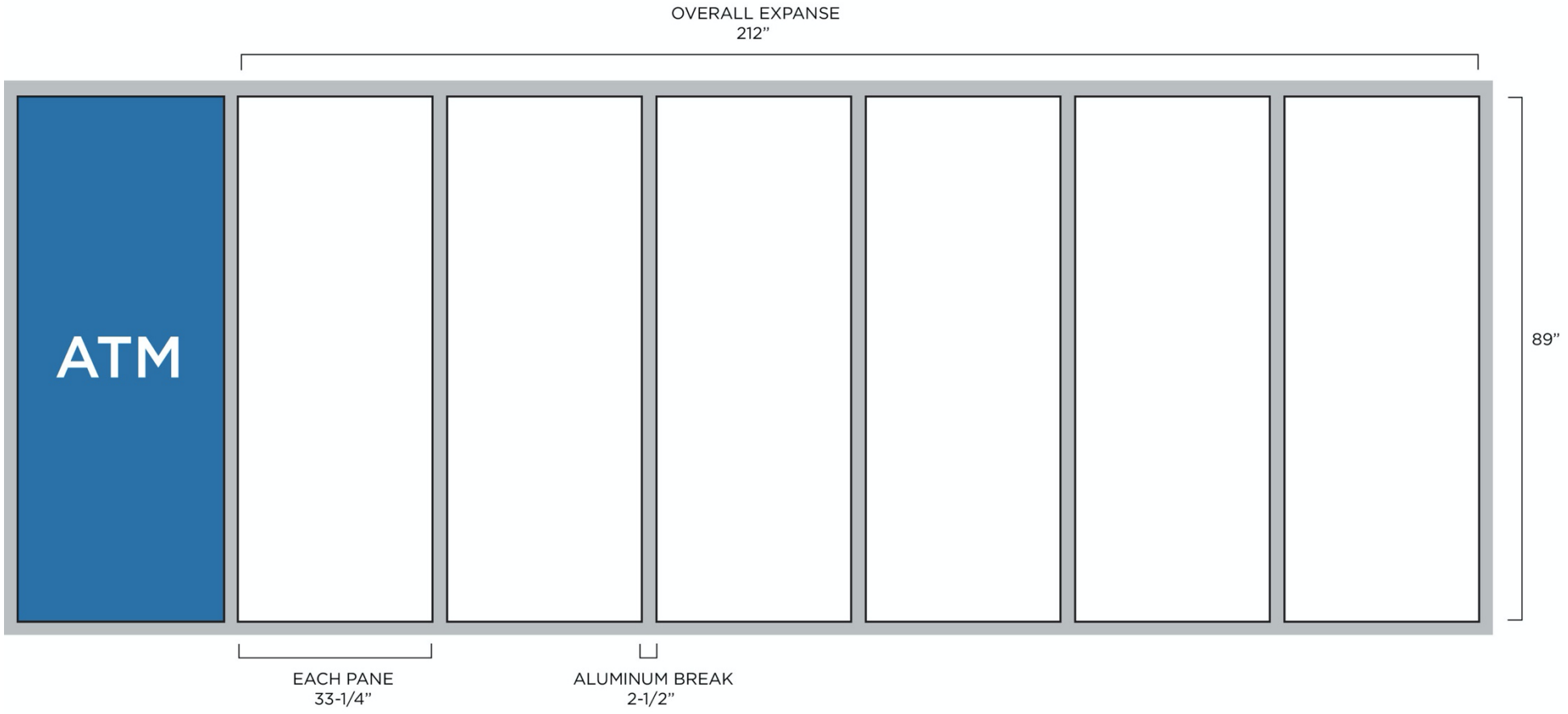
About Allentown Mural Arts:
Incorporating art into daily life. A collaborative and engaging public art and beautification program that contributes to our communities' identities, fosters neighborhood pride and a sense of belonging, and enhances the quality of life for residents and visitors. Designed to empower artists to be change agents, stimulate dialogue about critical issues, and build bridges of connection and understanding while providing quality art education programming and mentoring to the city's residents. **ALLMuralArts.org**

Image of Windows

People First Logo & Symbol

PEOPLE FIRST BRANCH WINDOWS | SOUTH FAÇADE

26 N. 6th Street, Allentown PA 18101



ARTSWALK

ATTACHMENT 1:
ARTIST IDENTIFICATION SHEET

Artist(s) name: _____

Mailing address: _____

Email: _____

Phone: _____

Website/Professional social media site (if applicable): _____

Please check if in agreement:

____ I give permission for my submitted artwork to be shared on the People First website and social media.

____ If selected as the finalist, I give permission for my artwork to be reproduced by People First and displayed, as well as shared on the People First website and social media.

I certify that as the applicant for this opportunity the materials I have submitted are a product of my own creation and no other.

Signature: _____ Date: _____

Name (print): _____