

# Gallery of Goods

## Tillsonburg Town Centre Mall Installation

### PROJECT DETAILS

This is a Tillsonburg and Oxford County Area competition for visual and mixed-media artists who work in 2 Dimensional mediums to create a unique, one-of-a-kind design highlighting **“the Tillsonburg shopping experience and the gratification of shopping local.”** Through a community-focused Selection Panel, the Tillsonburg Station Arts Centre will select 3 (three) winning submission artists who will have their design concept reproduced on two of six wooden panels that will be in the shape of a shopping bag.

They will be featured in Tillsonburg Post with Jeff Helson, featured in the Downtown Tillsonburg Newsletter, Tillsonburg Station Arts Centre newsletter and Town of Tillsonburg social media sites. The chosen designs will also be used for promotional material for the Salthill for marketing purposes of Tillsonburg Town Centre. This project aims to celebrate the vibrancy and growth of our small town of Tillsonburg and what it means to shop in this wonderful community.

### REQUIREMENTS

The commissioned artwork is expected to incorporate the following themes:

- An interpretation of what shopping at the shopping center means to them, and what draws them to the shopping centre.
- An interpretation of what draws new and exciting businesses and inspires them to grow here.
- Dimensions are to be rectangular in design for easier transition to shopping bags.
- Dimensions of the final shopping bag panels will be approximately 3' and 4'.

Artists may enter up to **two concepts** for the final artwork design. Images are to be JPG files sent digitally to [tverbuyst@stationarts.ca](mailto:tverbuyst@stationarts.ca) no more than 300 dpi. Please attach a short description of your project, along with the concept sketch and details to be rendered further i.e. colours or features you intend to incorporate for the final design. Artists must ensure that the concepts submitted for the final design can be completed by the given deadline.

### CONCEPT GUIDELINES:

- Lighting – please do not include any lighting within your piece as we want to capitalise on natural light from surrounding windows
- Colours – the piece should be colourful so that it stands out from the beige/white interior of the Shopping Centre
- Theme – the pieces must be family friendly, with no offensive or derogatory content
- Restrictions:
  - o Materials – work must be a two-dimensional medium that stands out on a prime board; the panel board will be made of CNC cut from a 3mm

*aluminum composite panel material. If using mixed media to ensure that all components are safely secured and can withstand transportation and hanging vertically.*

- o Dimensions – panel boards can be picked up at the Tillsonburg Town Centre management office between 10am and 4pm, Monday through Friday, and delivered back to the shopping centre by between 10am and 4pm on December 30th. Please note that submissions are for 4 rectangles (3' and 4' rectangular).

## **Deadline for Submissions: September 23rd**

Artist Name \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Concept Description

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I hereby give the organizing committee permission to reproduce, at their discretion, images of artwork to use in promotional material for the Installation. I agree to help with distribution of literature for this event and to assist with promotional efforts.

Date \_\_\_\_\_ Signed \_\_\_\_\_

Please email application

Station Arts Centre, 41 Bridge St. W., Tillsonburg, ON N4G 5P2 519-842-6151

Contacts: Tabitha Verbuyst tverbuyst@stationarts.ca