



NATIONAL CHERRY BLOSSOM FESTIVAL 2017 OFFICIAL ARTWORK DEVELOPMENT PROCESS

The National Cherry Blossom Festival is Washington, DC's and the nation's greatest springtime celebration. In continuing its effort to present artwork representative of the Festival's brand, the Festival is extending an invitation to the Washington DC-metro and National arts community to participate in the annual effort to develop the 2017 official artwork.

Project Description

STAGE 1 (NOW through June 3, 2016):

The Festival is soliciting illustration portfolios from experienced visual and graphic artists for review. The portfolios will be used to identify one to three artists, based upon style and execution of form, to provide conceptual sketches, of which one will be developed to represent the National Cherry Blossom Festival in Spring 2017.

STAGE 2 (month of June 2016):

Following selection of one to three artists, a design brief for developing the conceptual sketches will be provided when selected artist(s) are notified.

STAGE 3 (month of July 2016):

One artist will be selected - and one concept will be further developed - to become the official, signature graphic for the Festival.

Project Use

The selected piece will be featured on Festival merchandise including the commemorative poster. As such, the art will be prominently featured on the home page of the Festival website (1.3 million unique visitors over a four-month period in early 2016). Additionally, the selected submission may be prominently included on promotional materials. In each instances of use, the artist will be acknowledged for their work.

Compensation

The artist(s) selected to participate in submitting conceptual sketches will receive an honorarium of \$250 each. The artist whose artwork is chosen as the official, signature graphic will receive an additional compensation package of cash \$1000 and prizes, as well as immeasurable publicity through the Festival's eight-week public relations campaign.

What Needs to be Submitted

A complete portfolio must exhibit the following:

- Demonstrated ability to execute professional-quality, reproducible artwork
- Maximum of 6 examples of published or professionally-exhibited artwork
- A one-page Artist's Bio or professional resume

Portfolios should be submitted no later than Friday, June 3, 2016 at 5:00 pm via email to:

Lillian Iversen

liversen@ncbfdc.org

All elements of the portfolio should be packaged as a singular PDF and attached to the email or shared via a service such as Dropbox or Hightail. Incomplete portfolios will not be considered.

Selection Process

A panel representing diverse interests and expertise, including representatives from the Festival, Government of the District of Columbia, Washington DC hospitality, local arts community, marketing and merchandise specialists will review submissions and select artist(s) for advancement to Stage 2. Concept sketches will be evaluated by the same panel and assessed upon criteria that will be further outlined in the Stage 2 design brief. The panel will choose the final artist whose concept will be developed into final art. The selected artist for the graphic will work with design specialists to translate or revise their concepts into the final artwork for production.

Timeline

Deadline for Portfolio Submissions: June 3, 2016 at 5:00 pm

Review of Submissions: June 6, 2016

Notification to Artists re: decision on Stage 1: June 8, 2016

Deadline for Concept Sketches: Wednesday, June 29, 2016

Review of Concepts / Notification of Decision re: Stage 2: Thursday, June 30, 2016

Final Artwork Completed: Monday, August 1, 2016

Rights

The artist of the prime selected artwork will grant unlimited rights in perpetuity to the Festival for use of the image.

Any and all artists selected to submit artwork shall retain the non-exclusive, royalty-free, perpetual right to use and display in a non-commercial setting the work of art submitted to the Festival for the purpose of promoting their career as an artist (e.g., in a portfolio of their artwork).

Additional Considerations

In most instances of reproduction, the artwork will be printed using four-color-process

EXCEPTION: The artwork will need to be simplified for t-shirt screen printing; the artist will be asked to provide the simplified finish art

Additional questions may be directed to Lillian Iversen at (202) 661-7584 or liversen@ncbfdc.org

The National Cherry Blossom Festival, Inc. is a not-for-profit 501(c)(3) that coordinates, produces and supports creative and diverse activities promoting traditional and contemporary arts and culture, natural beauty and the environment, and community spirit and youth education.