

Omaha Chalk Art Festival

Call for Artists

The Omaha Chalk Art Festival is looking for artists for its first-year festival to be held in Midtown Crossing at Turner Park. Chosen artists agree to participate free of charge and, in return, will enjoy creative control of their chalk art masterpiece, be able to work alongside of and learn from two professional chalk artists, and receive significant visibility and exposure throughout the three-day festival. In addition, there will be an opportunity for one (1) paid, commissioned art project to be awarded to the festival's "Best Artist" (see below.)

About the Festival

The Omaha Chalk Art Festival, an eye-popping addition to the city's arts and culture landscape, is coming to Midtown Crossing in July, 2018. A weekend-long celebration of local/ regional artists and madonnari (professional chalk artists) will transform the sidewalk along Farnam Street in Midtown Crossing into pastel chalk masterpieces.

Visitors are invited to observe and admire as they stroll Farnam Street, enjoy each artistic drawing, live music, food, drinks and shopping. New to Midtown Crossing, the Chalk Art Festival concept is tremendously popular around the world – from Curtatone, Italy, to Denver, Colorado.

Enter today!

When: July 28 & 29, 2018

Friday, July 27th, Artists chalk art workshop 6pm-7pm

Saturday, July 28, 10 am to 6 pm

Sunday, July 29, 10 am to 6 pm

Awards Ceremony at 4 p.m. on Sunday

About Midtown Crossing

Midtown Crossing is a diverse neighborhood where restaurants & retail, events & experiences come to life. Located at 31st Avenue and Farnam Street in the heart of midtown Omaha, Midtown Crossing and Turner Park play host to more than 150 events annually, including Jazz on the Green, Monday Night Movies, Yoga Rocks the Park, Turner Park Night Market and the Zydeco Festival. For more information, please visit MidtownCrossing.com.

The Tradition

The chalk art event follows street painting traditions that originated in 16th century Renaissance Italy when artists began transforming pavement into canvas using chalk. The artists were called "madonnari," after their customary practice of creating chalk paintings of the Madonna. Historically, madonnari were known for their lives of travel and freedom, making their living from coins received from passers-by. With World War II came many hardships, greatly reducing the number of these artists. The art form was not officially brought back to life until 1972 when the small town of Grazie di Curtatone in Italy started the first international street painting competition. Today, artists worldwide are taking to the streets, bringing with them new ideas, techniques, and excitement for this ancient form of expression.

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Application requirements:

1. Artists are required to submit a rough sketch and brief description of their proposed chalk drawing by June 25, 2018. Application will not be considered without it. Please submit one image of the art you wish to create and three images of your past artwork in any medium. Your images will not be returned.
2. Artwork for the festival must be appropriate for public viewing. No words, symbols or logos intended as advertising may appear within the chalk drawing image. Additionally, the image should be appropriate for viewing by people of all ages so no profanity, political commentary, nudity or adult content is allowed. Inclusion of any of these items will result in immediate removal of your art.
3. Artists who plan to reproduce another living artist's work MUST get written permission in the form of email or letter from that artist.
4. Artists are not allowed to sub-advertise their square/space in any way. Official sponsors and artists only.
5. Chalk will be provided; however, if artist is using a predominant color in their design they may want to purchase that color before the festival. Only **non-oil-based** soft chalk/pastels in a solid form may be used for the street painting. Acrylic paints, spray can pastels, oil-based pastels, hard pastels, etc. are not acceptable.
6. All squares are 6'x6'. If your proposed artwork is not a square it must hit 6 feet in one direction.
7. Chalk artists at the festival are not paid and there is no reimbursement for travel or lodging.

The Element Hotel is located at Midtown Crossing and is offering a 20% discount for participating artists. [Click here for more information.](#)

8. Midtown Crossing provides:
 - One set of 24 soft pastels
 - Access to an indoor station, stocked with water and light refreshments throughout the weekend.
 - Significant visibility and exposure, including artist listing on Midtown Crossing website and social media, festival map and more.
 - Opportunity for one (1) paid, commissioned art project, awarded to Best Artist.
9. All artists are invited to attend an informal celebration Saturday night.
10. Artists are asked to work on their chalk drawings both Saturday and Sunday to accentuate the live art experience.
11. Artists must be at least 19 years of age.
12. Enter as soon as possible.
13. Artists must email their entry to: chalkartomaha@gmail.com

Entry Check List:

- Artist's contact information: artist's name, name of assistant (if applicable), mailing address, email address, and phone number.
- One (1) image of what artist will create.
- An artist statement about the work they want to create. If artist is re-creating another artist's work, artist must give title and name of original artist.
- Three (3) images of past work in any medium.

Questions / info:

- Michael Rieger, Artist Director: michael@lapisarts.com / 720-331-6402; or
- Amanda Lustgraaf, Midtown Crossing: Amanda.lustgraaf@mutualofomaha.com / 402-351-5954