



2010 INMAN PARK FESTIVAL DESIGN

CALL FOR ENTRIES
DEADLINE: 12-7-09

Be part of an intown tradition and get valuable exposure for your work. Submit your design for the 2010 Inman Park Festival today! The 2010 Festival will be held April 24-25, 2010.

The Inman Park Festival Committee is accepting entries for the 2010 official Festival design. The official Festival design is featured on:

- staff t-shirts and t-shirts for sale at the event;
- publicity posters and print advertisements;
- an art poster offered for sale;
- the front cover of the House Tour ticket; and
- the Inman Park website.

And as the artist whose design is selected, you'll receive:

- \$500.00 cash prize;
- complimentary booth space in the Festival Arts & Crafts show (\$210 value);
- a Festival t-shirt; and
- two (2) complimentary Home Tour tickets.

SUBMISSION DEADLINE IS MONDAY, DECEMBER 7, 2010. Mail submissions to 2010 INMAN PARK FESTIVAL ART CONTEST, 947 Edgewood Avenue NE, Atlanta, GA 30307 or e-mail to terrystsagedy@gmail.com with "2010 Art Contest" in the subject line. Submitted art will not be returned. Winner will be announced no later than January 5, 2010. Digital submissions must be hi-res PDF files at a minimum, and proportionately scalable to one of the following sizes for poster production (16"x20"; 20"x24"; 22"x28"; 24"x30"). Submissions will be considered based on originality, adaptability for use on varying media including print, t-shirt and online, and effectively capturing the spirit of the Inman Park Festival. You are invited to review the official Festival design from the past ten Inman Park Festivals at http://www.inmanpark.org/festival_art_contest_2007_examples.php. You'll notice most past designs incorporate butterfly imagery. The butterfly symbol is dear to the neighbors of Inman Park and is part of our official logo. Including a butterfly in your design is not required, but it is recommended, though we welcome fresh and interesting interpretations of this theme.

PLEASE SEE CREATIVE BRIEF ON THE FOLLOWING PAGE.

Inman Park Festival Creative Brief

Why are we creating new pieces?

To promote attendance to the 39th Annual Inman Park Spring Festival and Tour of Homes

To whom are we talking?

General Atlanta populace. Ages 25-64

What are their motivations?

Seeking to experience entertainment, art, food, etc against the backdrop of an historic, in-town Atlanta neighborhood.

What do they think now?

The event has been cited as Atlanta's best neighborhood festival by many sources for many years. The event has a legacy following of people from all over the metro. It is regarded as a 'don't miss' event by thousands of loyal followers. It is perceived to provide a good mix of music, art and street market booths,

What do we want them to think?

Inman Park Festival is a 'must see' event in the cultural landscape of Atlanta.

What is the brand personality/theme we want to project?

This year we are celebrating a general theme of renewal / rebirth / rejuvenation / fresh approach / new beginnings. While Inman Park is considered the leader in the movement to revitalize in-town Atlanta neighborhoods, some current developments pinpoint that this is a particularly active time in the reaffirming our constant state of rebirth. These would include:

- a) the incorporation of a community garden
- b) the addition over the past several years of many new residential developments and commercial establishments which have made our neighborhood a tremendous destination for dining and shopping
- c) a lively, spirited movement to manage and/or eradicate crime in order to make IP a more tolerant and safe place to reside
- d) the movement to incorporating all residents into the daily conversation by embracing social networking
- e) realigning the marketing of the festival to be more interactive

Mandatories:

Copy: Inman Park Spring Festival & Tour of Homes. We can shorten this to "Inman Park Festival" as the headline in your design with the "tour of homes" being relegated to a subhead.

The year: 2010

Optional: 39th Annual, 39th, etc.

NOTE: You can view some samples of prior years at:

http://www.inmanpark.org/festival_art_contest_2007_examples.php