



## **Holiday Window Display Project**

### **Information, Guidelines and Agreement Form Submission Deadline: November 2, 2009**

Thank you for your interest in Making A Scene Downtown this holiday season through participating in the Holiday Window Display Project. Last year thousands of downtown residents and visitors were able to meander the streets and take in festive displays showcasing the creativity of area artists, schools and businesses. In its second year, the Holiday Window Display Project looks to further enhance the holiday atmosphere downtown and provide the Jacksonville community an opportunity to experience art at no cost. Join the City of Jacksonville Office of Special Events to Celebrate the Holidays! Celebrate Downtown!

Below is a complete set of guidelines for this project and includes how to apply to be an artist or provide a window space as well as helpful information for artists, building owners and property managers. It is also required to sign the agreement form attached. Each artist and a representative for each building will individually need to submit a form.

#### **Timeline**

November 2- Artist submission deadline  
November 11-20- Artists decorate windows  
November 23- Window unveiling ceremony  
November 23-January 2- Windows displayed to the public  
January 4-9- Artists clean out windows

#### **Submissions**

Artists will need to submit the following to be considered for a window. E-mail this information to [lauren@coj.net](mailto:lauren@coj.net) or fax it to (904) 630-3693, attention Lauren Powell.

- Description of display including the theme and a sketch of what you're planning to create
- Size of the display
- Mediums that will be used
- Every display must have a holiday theme
- Last year's participants cannot submit the same design

Artists will supply all the materials for the display and will not be reimbursed for any expenses incurred as a result of the display. The Office of Special Events reserves the right to approve or deny designs. It will do its best to accommodate every decorator, but space is limited and everyone is not guaranteed to receive a window.

#### **Publicity**

Publicity for the Holiday Windows will be included in the *Celebrate the Holidays! Celebrate Downtown!* Holiday Guide, a comprehensive guide to downtown events produced by the Office of Special Events. This publication will be distributed throughout Jacksonville and will include a map with the location of the window displays plotted. The name of the artist and theme of their display as well as building name will be listed next to the map if the Office of Special Events has received information from the artist by November 2.

The project will also be promoted on various Web sites including [www.makeascenedowntown.com](http://www.makeascenedowntown.com) and others.

Signage will also be placed in each window by the Office of Special Events stating the name of the artist, theme, brief description of the window and owner of the space. No other promotional items are allowed in the space.

### **Expectations of Artists**

Artists are not allowed to permanently alter anything in the existing space. The Office of Special Events reserves the right to take down any display at any point during the project if it's deemed inappropriate or offensive. Artists are not allowed to place anything in the space promoting themselves or their business.

Artists will work with their contact at the building they have been assigned a window to schedule times to decorate. Artists will follow the above timeline and will leave the space clean at the conclusion of the project. The Office of Special Events is available to answer questions and concerns of artists that may arise during the project.

### **Expectations of the Property Managers/Building Contacts**

Property managers/building contacts will work directly with the artist to schedule times to decorate. If a different person has been assigned to unlock the space and work with the artist, property managers will communicate this to the artist.

The Office of Special Events will set up a time with each property manager/building contact to put up paper covering the windows prior to the time artists are allowed access. The Office of Special Events will need access to the building on Monday, November 23 to take down the paper covering the windows to be ready for the unveiling ceremony. A representative from the building needs to be available to unlock the space and turn electricity on for the unveiling ceremony or the property manager/building contacts will need to supply the Office of Special Events with means to get into the space.

Property managers/building contacts will provide electricity for the displays through January 2 until 10 p.m. on weekdays and midnight on weekends, the displays must be lit during the times listed. Property managers/building contacts will follow all other aspects of the timeline mentioned above. The Office of Special Events is available to answer questions and concerns of property managers that may arise during the project.

### **Liability**

The City of Jacksonville Office of Special Events or the owner of any building participating in this project is not responsible for theft, loss or damage of any artist's possessions or work.

### **Information**

For more information regarding this project, please contact Lauren Powell at [lauren@coj.net](mailto:lauren@coj.net).

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**Agreement Form**  
**Submission Deadline: November 2**

**Please fill out completely and fax to:**  
City of Jacksonville Office of Special Events  
Attention: Lauren Powell  
(904) 630-3693

**Artist/Property Manager/Building Contact Information**

Name:

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Address:

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Agreement**

I/we hereby agree to participate in the Holiday Window Display Project. I/we release(s), forever discharge(s), and hold harmless the City of Jacksonville and the owner of any building participating in this project of and from all manner of actions, suits, damages, claims, and demands whatsoever in law or in equity including any loss or damage to property of the undersigned while in possession or supervision of the Holiday Window Display Project, its agents, representatives or employees.

I/we consent(s) to enforcement of all Holiday Window Display Project guidelines. I/we give(s) permission for photos or depiction of my (our) work accepted for the Holiday Window Display Project to be used for promotion purposes.

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Signature

Date