



# Design Downtown 2014

## *Rules and Regulations*

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*Design Downtown* is proudly presented by Harrisonburg Downtown Renaissance (HDR).

### **HOW TO ENTER**

The objective of the competition is to select, showcase, and market a piece of artwork that captures the spirit of downtown Harrisonburg and can be effectively reproduced and sold on downtown merchandise, such as reusable tote bags, posters, t-shirts, or custom local chocolate, wine, or beer.

Each entrant should create an original piece of artwork that captures the unique nuances of the downtown Harrisonburg community. All entries should include the artist's signature with the date "2014". Each entrant is limited to one entry. Entry forms are available on [the HDR website](#).

All submissions should be sent to [design.downtown.hburg@gmail.com](mailto:design.downtown.hburg@gmail.com) and include as attachments the entry form and a high quality digital rendering (at least 300 dpi), PDF format, of the design. For 2D graphic designs, a vector-based format file should also be attached. All 3D entries can be dropped off at the Harrisonburg Downtown Renaissance offices from 9:00 am to 5:00 pm, Monday to Friday, at the Hardesty-Higgins House at 212 South Main Street in downtown Harrisonburg.

All entries must be **received** by the due date of Friday, March 7, 2014 at 5:00 pm. Postmarks are not accepted as sufficient for meeting the deadline.

HDR and judges are not responsible for lost, late, incomplete, illegal, damaged, incorrectly packaged, misdirected or postage-due mail. The applicant assumes responsibility for properly packing and posting or delivering the entry as well as all responsibility for any damage incurred to the artwork in transit.

### **ARTWORK ORIGINALITY**

All artwork and any narrative statements accompanying artwork must be original. The artwork must have been created solely by the applicant and never previously displayed or published. It must not be copied from or very similar in appearance to any other art, photo or material. For example, the following entries are not considered original and are not eligible for competition:

- Artwork based on a photo taken by another person besides the artist
- Artwork based on a painting, graphic or photo where certain elements are changed, but still is very similar in appearance to the original piece
- Artwork that is very similar in appearance to any other piece of art

If HDR (in its sole discretion) determines that any of these rules have been violated, HDR may disqualify the entry from this competition and take other steps it believes to be appropriate.

### **RESPECTING YOUR PRIVACY**

The applicant's personal contact information will not be shared with any other party. Any entrant whose work is not chosen as the winning piece will not be used unless written permission is provided by the artist.

The winning applicant's work will be reproduced on downtown merchandise. The applicant's name and school/company (if applicable) will be identified on items, and possibly accompanied by submitted artist statement or biography.

## **ELIGIBILITY**

The applicant must be at least 18 years old and a resident of or full-time student in the City of Harrisonburg or Rockingham County, Virginia. Employees, officers and directors of HDR, their family members and persons living in their households are not eligible.

## **ART ENTRY CRITERIA**

Judgment will be made on two criteria:

- 1) Artwork that best captures the spirit of downtown Harrisonburg
- 2) Artwork that can be successfully reproduced and sold on downtown merchandise, such as reusable tote bags, posters, t-shirts, or custom local chocolate, wine, or beer.

Only one winner will be publicly announced. A runner-up will also be selected and notified, should any conflicts arise with the winner or their work.

An exhibit will be held as part of First Fridays on April 4, 2014 that will feature the top designs of the contest, with a special highlight on the winning design.

## **JUDGES**

The panel of judges will be comprised of independent judges from the Arts Council of the Valley, Harrisonburg Downtown Renaissance, local universities, and the local arts community. Each judge will have an equal vote in the winning entry. The community will also have the opportunity to vote on its favorite entry through an online poll. The community will hold weight in the final decision equal to the weight of one judge on the panel.

The panel will review art entries in March 2014 and will announce their decision on April 4, 2014 at First Fridays, as well as on Harrisonburg Downtown Renaissance's [Facebook page](#), [Do Downtown blog](#), and [website](#).

The decisions of the judging panel are discretionary and final on all matters relating to the competition. The judges reserve the right to not name a winner, should they feel that there is no winning submission.

## **ART ENTRY SPECIFICATIONS**

The contest is not limited to a particular medium, though it should be easily reproducible in a 2D format. Artwork must be the artist's original work.

A written description of the work, artist biography, and/or artist statement may be included along with the entry.

## **GENERAL TERMS AND CONDITIONS**

By participating in *Design Downtown*, the applicant transfers all rights in and to the application (which incorporates the artwork and any written description, narrative or artist biography), including all copyrights, to HDR and agrees to these Rules and Regulations.

The applicant agrees that HDR may, if it elects, reproduce or display the artwork and narrative (including on the internet), as well as produce collateral materials using the art likeness or the whole or parts of any written addenda.

Original artwork of the winning design and the other top nine designs selected will be on loan to Harrisonburg Downtown Renaissance until April 30, 2014, and may be displayed in venues open to the general public. Artists of the winning design and the other top nine designs selected will have one month, from April 30, 2014 until May 30, 2014 to pick up their original artwork. After May 30, 2014, any artwork not picked up by the artist will become the

property of Harrisonburg Downtown Renaissance and will be archived or disposed of at the discretion of Harrisonburg Downtown Renaissance.

Artists of designs not selected as the winning design or one of the other top nine designs selected will have until May 30, 2014 to pick up their original artwork. After May 30, 2014, any artwork not picked up by the artist will become the property of Harrisonburg Downtown Renaissance and will be archived or disposed of at the discretion of Harrisonburg Downtown Renaissance.

Harrisonburg Downtown Renaissance, its employees, officers, and agents are not responsible or liable for any loss, theft or damage to artwork submitted to or on loan to it, and the applicant assumes all risk of loss, damage or theft of the artwork from any cause.

**MORE INFORMATION/QUESTIONS**

For more information, please email [design.downtown.hburg@gmail.com](mailto:design.downtown.hburg@gmail.com) or contact Harrisonburg Downtown Renaissance at 540-432-8922.