

AN INVITATION TO PARTICIPATE

WINTER ARTIST WINDOW TAKEOVERS 2021

This contains information from Hillsboro Downtown Partnership as to how to take advantage of the hundreds of visitors that are drawn to Downtown Hillsboro during this program.

WHO IT'S BY: This is a program of the Downtown Design Committee. Additional support is provided by the City's Cultural Arts District program, ColoursArt, and the program sponsors.

HDP'S ROLES: HDP staff are coordinating the program, including artist and business recruitment, supplies, funding, other activation components, and the clean-up.

WHAT: Local artists are invited to paint a temporary mural on an assigned business window and be highlighted for their work. A virtual map/guide, and a scavenger hunt around the season's theme (2021 – COZY) will activate the temporary art installations and thus Downtown.

WHEN: Artists will paint windows in the first couple of weeks of December and the paintings will be removed in mid February.

WHY: The purpose of this program to draw visitors into Downtown to explore, hopefully spending a little more time to discover businesses and connect with the place.



WHO IT'S FOR: This program is designed to benefit the artists, providing them an opportunity to create something unique and showcase their talents while being paid for their work. Businesses will benefit from new relationships with artists and visitors that desire to engage about the program.

WHERE IT'S HAPPENING: Businesses throughout Downtown apply to host an artist for the takeover. The window assignments for the artists will be chosen based on location and window logistics, with the intention of distributing the temporary art throughout the district.

HOW YOU CAN PARTICIPATE: If your business would like to host an artist and their temporary installation, please submit an online application form by November 20, 2021. Even if you do not host an artist during this time, we encourage you to engage your customers to view the windows and participate in other related activities.

Business Application to Participate: <https://forms.gle/hESHeFXJzTgoEo3c9>

Program Sponsorship Opportunities: <https://www.downtownhillsboro.org/sponsoring/>



WINTER ARTIST WINDOW TAKEOVERS



FREQUENTLY ASKED QUESTIONS:

Q: How many visitors does this attract?

A: Because of its dispersed nature, it is hard to calculate an exact amount, but in the Winter 2020 event over 1,000 people voted.

Q: How are artists recruited and selected?

A: We use both our Downtown Hillsboro social media channels and email marketing list, as well as distributing the call-to-artists through regional arts organizations. We must limit the number of artists we select contingent on our funding – based on procurement of grants or sponsorships. Once applications are closed, a panel of professional artists help us select from the applicants based on their submissions.

Q: How are locations selected?

A: HDP staff, with support of the Downtown Design Committee will select locations from businesses that have applied to host an artist. We cannot guarantee that your business will be selected, as we try to distribute the art geographically and to match new hosts with artists.

Q: Can I choose the artist my business is paired with?

A: In some situations, we recognize a business owner, their employee, or friend may be one of our applying artists. If you would like to be paired both the artist and the business can make that request in their applications. We will not guarantee that all requests will be met, as often equity and inclusiveness may supersede the request, but we will take them under serious consideration.

Q: Who will remove the paint?

A: At the end of the program, HDP staff will contract with a professional window cleaning company to remove the paint and wash your windows. They will contact businesses directly to arrange a day and time that works best for you.

Q: What guidelines are artists following?

A: They have been guided to inspire the community through an engaging, family friendly art piece that is uniquely their style. Each instance of the program will have a theme that they will be working within. If possible, we ask them to try to align their mural to complement the business whose window they are painting. Paint should be applied on the exterior of the window unless they have approval from the business to include the interior of the window in the piece. When matched with a retail business, we ask that artists ensure that visibility into the store is maintained as part of their design. They are also encouraged to include their social media handle and/or name somewhere visibly in their mural.

Q: Are artists paid for their work?

A: Yes, artists are given a \$50 Downtown Hillsboro eGift Card to spend on supplies at ColoursArt or for purchases at other businesses if they already have their own supplies. They are also given a \$200 stipend that we mail to them after their work is completed. You are welcome to compensate them additionally with cash, gifts, or food if you desire – but this is not expected.