



For Immediate Release
February 20, 2018

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ARTWORK TO ENHANCE THE NEW SLC REDEVELOPMENT PROGRAM
Whimsy Wall Art Project Request for Proposal Posted

Salt Lake City, UT—Artists interested in creating large scale art walls for The New SLC Airport Redevelopment Program take note. A call for artists to submit work for the Whimsy Wall Art Project has been issued by the Salt Lake City Arts Council and the Salt Lake City Department of Airports.

The large scale art walls—or Whimsy Walls—are unique vinyl wall wraps that will be created from original artwork and placed throughout the airport’s 24 restrooms. The art is intended to create immersive and engaging experiences for travelers.

Though all subject matter will be considered, artists are encouraged to submit work that reflects the culture, community, landscape and spirit of Salt Lake City. The artwork must be appropriate for a diversity of viewers and may not contain advertising, negative, promotional, religious, sexual or violent imagery. Two-dimensional art styles including abstract, collage, conceptual, figurative, graphic, landscape, print, photography and representational will be accepted.

All artwork submitted must be original and one-of-a-kind. The artist’s commission is \$7,000 per piece. Salt Lake City will acquire all intellectual property rights associated with the artwork. The deadline for entries is March 20, 2018.

The following websites have additional information about the project and how to submit:
https://www.callforentry.org/festivals_unique_info.php?ID=5126
<http://saltlakepublicart.org/for-artists/calls-for-artists/>

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SLC is the 25th busiest airport in North America and the 85th busiest in the world. More than 350 flights depart daily to 94 nonstop destinations. SLC is currently undergoing a \$3.6 billion redevelopment program, the first phase of which will be completed in 2020. The project is being funded by user fees—primarily from airlines serving SLC—but also parking fees, rental car fees and passenger facility charges. No local tax dollars are being spent on the project.