



MIAMI DESIGN PRESERVATION LEAGUE

Art Deco Weekend 2010

January 15–17, 2010

Portfolio Submission Guidelines

From the very beginning of Art Deco Weekend® in 1976, the creation of a poster has been an integral part of the festival. The poster functions as a general advertising medium, as well as a source of images used for festival signage, branded products, website design, and other uses. Since this one document has such a major (and long-lasting) impact on the festival, Miami Design Preservation League (MDPL) looks for artists of the highest calibre for poster design. In addition, we are always interested in featuring artists (in our gift shop, exhibitions, etc.) whose work reflects the stylistic and atmospheric elements of Art Deco.

This document details the portfolio submission process, and includes requirements, timelines, and other information. Please contact us if you have questions about this process.

Submission/Review/Selection Process

All artists are invited to submit their body of work for consideration as poster artist for Art Deco Weekend. All submissions will be reviewed by MDPL's Design Committee (a sub-committee of the Board of Directors), and a single artist will be selected from all submissions received and given a commission for the creation of the festival poster. The commission will include a contract detailing payment amounts and schedule of payments, schedule of due dates for artwork, and other obligations of both MDPL and the artist.

If the artist originally commissioned for the poster is unable to fulfill the requirements of the contract, the Design Committee may contact another artist from the submissions pool and award a new commission and contract. In all cases, the decisions of the Design Committee are final.

Submission Format

A complete submission will contain the application form (pages 3-5 of this document), along with some printed samples of your representative work. Please do not send original artwork; we would prefer to have copies that we can keep in our files. The Design Committee may not have internet access as they review applications, so please include any materials you would like to have them look at in the package.

Completed submission packages should be returned by mail, no later than Sunday 31 May, to:

Miami Design Preservation League
PO Box 190180
Miami Beach FL 33119-0180

Alternately, submission packages may be dropped off at MDPL's administrative office, located in Historic City Hall, 1130 Washington Av, Miami Beach. The offices are open daily from 9:30 am until 5:00 pm.

Timeline

All entries will be reviewed by the Design Committee during the first two weeks of June, and one artist will be selected by the end of that time period. All artists who have submitted work for consideration will be contacted by Monday 15 June, informing them of the Design Committee's decision.

The commissioned artist will have several months in which to produce a first draft for review by the Design Committee. Additional meetings between the artist and Design Committee will be scheduled as needed to ensure timely completion of the final poster artwork by 30 October 2008. (The Design Committee may ask for certain modifications or revisions to the artwork to enhance clarity, marketability, or overall impact before the design is considered "final.")

In all cases, the final poster image becomes the property of Miami Design Preservation League for the purpose of duplication and retail/wholesale sales. The artist contract will specifically detail rights and permissions being conveyed.

Poster Specifications

While there are no hard and fast rules governing the size of the Art Deco Weekend poster, the Design Committee prefers a finished size of 18 inches wide x 24 inches tall. (ADW posters in a landscape orientation have generally not sold as well as those in portrait orientation.) Non-standard sizes may be considered, but with their additional duplication and framing costs such submissions are less likely to be selected.

Artwork may be executed in oils, pastels, watercolor, collage, photography, etc., or any combination of materials and methods. Certain text elements will need to be incorporated into the final design, including the festival year, theme, and dates.

Festival Theme

On the Road: Art Deco Celebrates the Motorcar

One of the hallmarks of the 1930s was its passionate love affair with new technology, particularly the technology of transportation. On the sea, ocean liners like the *Normandie* promoted the elegance of fast transatlantic crossings, while on the rails, streamlined trains like the *20th Century Limited* provided passengers with unrivaled luxury and speed. But it is on America's roadways that a new passion became ubiquitous: the motorcar. Art Deco Weekend 2010 celebrates the technology, design, and American spirit embodied in the open road, as Americans got behind the wheel in record numbers, and manufacturers developed more and more streamlined models for mass consumption. Art Deco Weekend 2010 also celebrates the 75th anniversary of the Antique Automobile Club of America.



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**Art Deco Weekend® 2010
Portfolio Submission
Artist Information Sheet**

Name

Address

City **State** **ZIP**

Telephone **Fax**

Email address

Website

Briefly describe your artistic training.

Briefly describe your current work.

Please list any recent exhibitions, awards, etc.

Please describe your conceptual approach to a poster for Art Deco Weekend, embodying the theme *On the Road: Art Deco Celebrates the Motorcar*.

References

Please provide at least two references who could speak to your ability to complete a commission such as the Art Deco Weekend poster.

**Additional Support Material**

Please provide printed samples of your work that you feel is both representative of your ability, as well as conveying a sense of your understanding of the style of Miami Beach in the 1920s–1950s. (Please submit images on standard letter-sized paper, rather than original works of art.)

