



Announcing the 2024 ClearWater Arts Center *T-Shirt Design Contest!*

A Collaborative Project between [ClearWater Arts Center & Studios](#), [Studio Print Shop](#) apparel printing company and made possible by a [Cabarrus Arts Council Grassroots Grant!](#)

Seeking Local Designers and Artists!

If you are an artist and/or aspire to design apparel or fashion, this contest is for you!

Design a new T-Shirt for ClearWater Arts Center & Studios that conveys a message of creative and cultural inclusion (and/or how cool and fun it is to come here!) for a chance to win **\$1,000** towards supporting your creative work!

Learn more by attending our **Artist Info Meeting: Saturday March 30th at 2:00 p.m. in the Main Gallery** at ClearWater; Attendance is not required, but highly recommended!

➔ **Entry DEADLINE: April 30, 2024** (by Midnight). Applications must be submitted using our [Online Application Portal](#))

How does this Work?

First- Design a T-shirt (Design parameters and guidelines below);

Then,

Tell us how your art, on this shirt, not only expresses your creativity and your sense of belonging within your community, but also represents what ClearWater means to you and how it evokes a sense of cultural representation and inclusion.



WHY IS THIS CONTEST HAPPENING?

1. Our goal is to connect with the diverse and unique local perspectives of creative minds right here in Concord and the surrounding area; to find intersectional, culturally rooted expressions of what it means – TO YOU - to *feel included* as a creative. Then, to share those graphic expressions (four of them anyway) on T-Shirts... that can carry that message visually beyond our walls and inspire other people throughout our area!

2. ClearWater Arts Center & Studios received a grant from the local [Cabarrus Arts Council](#). Our proposal was to reach Concord’s diverse communities and to empower budding artists in Cabarrus County to earn public recognition, a possible cash stipend to help underwrite their creative work, and a lasting platform (in the form of a t-shirt worn around the community) for their artistic design.

3. ClearWater’s mission is: *“ClearWater Arts Center & Studios enables inspiration, creative expression and community connections through providing access to top-notch artists, their teaching and their works; as well as affordable space for working artists to build their practice and community, and for the community to hold private or public events and to gather.”*

4. *We want to see what you can do! We know there are creative people all around us—we just don’t see you yet! Show us and this city what you can do!*

CONTEST ELIGIBILITY

This contest is open to:

- Residents of Cabarrus, Stanly, Union, Mecklenburg, Iredell and Rowan Counties;
- Limited to ages 15 and up.

LEGAL NOTICE

Please Note, by participating in this contest, you agree to the following:

By submitting an entry, the Artist consents that it is his/her own original unpublished work and design which does not contain, incorporate or otherwise use, in part or in whole, any content, material or element that is owned by, or licensed for use to, any third party or entity. The design does not contain any content, element, image, language or material that violates



a third party's publicity, privacy or intellectual property rights nor is it the subject of any actual or threatened litigation or claim.

The Artist agrees that, simultaneous upon submission of the design to the City of Concord ("City"), Artist grants the City permission to use the work and design for promotion of the contest and to showcase Artists' work. The City will not further reproduce any work or design unless that Artist(s) is selected as a contest winner and receives the \$1,000 stipend. The winning Artist(s) grants the City an exclusive, everlasting, royalty-free, assignable, irrevocable, unrestricted license to use, utilize, replicate, alter, adapt, modify, publish, perform, broadcast, translate, produce derivative works from, distribute, present, display, sublicense and exercise all copyright and other intellectual property and other rights with respect to each design worldwide and/or to include, in part or in whole, each design in other works in any media now known or later created, anywhere and forever, including in connection with promoting and advertising of and by the City, without further review, notice, approval, consideration or compensation. Except where legally prohibited, by submitting a design, Artist irrevocably agrees that Artist's name and city and state / area / territory of residence may be used in connection with the permitted use of the rights contemplated by the City.

In addition to winning artist(s) receiving a \$1,000 stipend, the City will print 100 t-shirts containing the winning Artist(s) design that will be publicly showcased at 1-2 events, where the winning Artist(s) may be available to meet the public.

At the conclusion of the contest and once the winner(s) is/are announced, the City will release the use of any work and design created by a non-winning Artist back to that Artist with the exclusion of any reference to the City of Concord and/or ClearWater in the design or work.

Pursuant to the first paragraph above, The Artist shall indemnify, defend and hold harmless the City from and against any and all suits, actions, claims, damages, liabilities, judgments, losses and expenses (including reasonable attorneys' fees) arising out of any violation of third-party rights (including, without limitation, intellectual property infringement, misappropriation, dilution or violation) in connection with the City's use, distribution, publishing, sale or exploitation of the design.



CONTEST RULES & DESIGN GUIDELINES:

Creating Your Design:

Come visit us or use our [Online Virtual Tour](#) to get to know our space and engage with us! Check out what goes on at ClearWater Arts; we're here to inspire you and offer a place to connect.

Through the T-Shirt design, show us how you want that connection to take place or be offered at ClearWater. In your design, show us how ClearWater Arts Center & Studios fosters creative expression and engages others to get involved.

Some things to consider:

- How do YOU engage with your community?
- How does your community foster your creative expression (or how should it)?
- We have Galleries, Artist Studios, Ceramics Classrooms, market space, and other spaces (including a soon-to-be Sculpture Garden). Tell us what (else) we should support; and use *your* individual expression to put it on a shirt!

If you're interested in thinking about ClearWater Arts in relation to your design, [here's some of the things a person can do here:](#)

- take an art class in painting, clay pottery, sculpture, fabric, and more;
- walk through gallery exhibitions and look at and experience art made by local artists;
- walk the grounds outside and enjoy nature;
- meet working artists and see how they work, and what they make in our studios;
- participate in events, and/or make an event happen (or: rent spaces for your own events);
- join other artists to make art in the same space, at the same time together;
- Eventually... make something in metal; our next renovation (after the Sculpture Garden, Skate Park and bicycle Pump Track out back), will be our semi-underground Metalworking space, in the 110-year-old ClearWell tank...

Other things to think about:



- **Diversity:** The design should reflect YOUR beautifully diverse sense of your place, people and/or culture and community;
- **Energy and Marketability:** Designs should be eye-catching, bold, and clear, as well as sellable and marketable to a broad audience.
- **Design Specifically for This Project:** Your Design should be new, i.e. created solely for this contest, and intended for a T-shirt.
- **Originality:** Images not created by the artist should not be used. Put your creativity and ingenuity to work – don't use clip art or stock photos!

The “DO-NOTs”:

We reserve the right to reject any design if it displays a negative or distasteful image or message. Please, no politics, violence, graphic sex or drugs, any conflicting brand or logos, and no pre-existing design that you (or anyone else) already put on a shirt some other time or place. This is about being original, and positive!

Submitting Your Design:

All submissions must be entered using the online application portal. If you are submitting a physical work, please take a good photo and upload that. We are always here to help, feel free to reach out using the “ask a question” feature on the contest webpage.

- **Digital files** for final printing onto T-Shirts, should be in .PNG format, in as high-resolution as possible. Designs should be able to print in sharp resolution at a minimum size of **14 X 16 inches**. We can shrink them down-- larger (in MB) is better! *We can help with this—See below.*
- **Physical** entries can be accepted. If you prefer to work by hand on a traditional material (like paper, canvas, fabric, or collage), we will help convert an image of your design into high-quality digital format for final printing onto shirts.

White Background: All T-Shirts in the contest will be white shirts; design accordingly.

Design Placement on Shirts: All designs will be placed on the front center of the chest on the white T-Shirt.

ClearWater Logo/ Branding: We will place the ClearWater Logo on the shirt (arm, back, or somewhere below the design on front); the shirts will identify as ClearWater Arts Center & Studios



T-Shirts, *featuring* the original designs of _____ (the selected artists), *in the service of* our 2024 message of **inclusive creativity**.

Coaching/ Technical Assistance: Bibi Ladele.

Mr. Ladele, (pronounced, “Lah-DELL-ee”) a local professional graphic designer living near ClearWater Arts in Concord, NC, has offered his services pro-bono to assist those needing it, to transfer their design into the high-resolution file needed by the printing machines. Further, he may also give an **Apparel-Design Workshop** for interested artists if there is enough interest. Mr. Ladele has worked in Apparel Design at local apparel manufacturers and operates as a freelance graphic designer, [Ladle Creative](#).

SCHEDULE & RELATED EVENTS:

Artists Info Meeting: **March 30, 2024 from 2:00 – 3:00 p.m.**

- Held at ClearWater Arts Center & Studios, 223 Crowell Drive NW, Concord NC 28025

Apparel-Design Workshop, led by Mr. Bibi Ladele. A date in April will be determined, after the Artist Info Meeting on March 30.

Contest Submission Deadline: **April 30, 2024 by 11:59p.m.**

Public Voting Period and Design Exhibition: **May 4-25, 2024**

- All submitted designs will be showcased in the main gallery of ClearWater Arts Centers & Studios for 3-weeks following the submission deadline and visitors will be given the chance to vote on their favorite design. The design with the most votes will receive the Audience Choice Award. Designs will also be available online for the public to vote.

Closing Reception and Awards Announcement: **May 24, 2024 from 5:00 p.m. – 7:00 p.m.**

- Held at ClearWater Arts Center & Studios, 223 Crowell Drive NW, Concord NC 28025
- Contest Winners will be announced and recognized during this event. Four winners will EACH receive an honorarium of \$1,000.00 at this event, to help pay for their artistic work.

Following the closing reception, the winning designs will be printed by Studio Print Shop and sold at ClearWater Arts Center & Studios. Special ‘Shirt-Signing’ Reception Dates may be scheduled with the winning designers.



CONTEST JUDGES:

Gordon C. James, artist, illustrator and designer, has been a tenant studio artist at ClearWater Arts since 2016. He is most well known for his illustrations of children's books, - including '**Crown: Ode to the Fresh Cut**' (2017) - which is now internationally recognized and reprinted. James is a classically-trained painter, and educator; and in 2019, also provided one of the three designs for Public Art panels placed along the Hector Henry II Greenway in Concord; his cor ten steel panel - featuring a swirling depiction of Great Blue Herons - was installed along Weddington Road in 2022. In the early 1990s, James ran his own entrepreneurial business designing, marketing, and selling original T-shirts, sporting his own original graphics and characters, up and down the East Coast. Despite a heavy workload juggling several speaking engagements and book commissions at any given time, Gordon makes a point of mentoring youth, and/or artists at the beginning of their careers; and especially, encouraging young artists of color like himself.

Curtis McClamrock, a native of Concord, NC, is a passionate advocate for the boundless potential of creativity, which he believes transcends boundaries and thrives in various fields, including business. His lifelong connection to the arts began during his childhood as he spent time with his uncle, Paul Yow, an artist in Concord.

Curtis's business travels have taken him to renowned art galleries and museums worldwide, such as the Prado in Madrid, Spain, and The National Gallery in London, England. These experiences have deeply influenced his belief in the power of creativity to enrich global communities. With strong ties to Concord, Curtis holds cherished memories of visiting his father's workplace, now housing ClearWater Arts Center & Studios, previously the City's Operations Center for Light and Water. His mother also dedicated two decades of service to the City. Beyond his family connections, Curtis is a profoundly creative individual, with 30+ years in his business where he attributes a lot of his success to his creativity and the process of thinking outside the box. He recently shifted to focus full-time on **Studio Print Shop** and other endeavors in Concord. Studio Print Shop was founded by Curtis and childhood friend Rodney Smith. They are committed to nurturing the local creative community and collaborating with businesses in the area, revitalizing Concord's cultural landscape.

Rodney Smith, born in Concord, possesses an innate creativity that has been a defining force in his life from the outset. With a penchant for viewing the world through a distinctive lens, he transforms the ordinary into a canvas for his boundless imagination. This imagination led him to master the realms of screen printing and design. His artistic output is a defiant fusion of punk aesthetics and intricate craftsmanship, a testament to his unique perspective. Unwaveringly punk in style, Rodney's work embodies his steadfast



belief in challenging societal norms and unleashing the creative potential within. This rebellious spirit permeates every facet of his creative endeavors. Through his creative odyssey, Rodney's steadfast companion has been none other than his childhood confidant, Curtis McClamrock. Together, they embarked on birthing their creative vision under the banner of **Studio Print Shop**. Rodney passionately channels his artwork and advocacy to inspire others to embrace the liberating power of art, encouraging them to harness its potential for positive change. From his awe-inspiring skateboarding feats to his masterful printmaking and punk art, he aims to captivate his community and the world at large with his distinctive perspective and unyielding faith in the transformative influence of art.

Sarah Gay, ClearWater Coordinator is an artist trained in figurative sculpture, painting and drawing, as well as a seasoned arts administrator. Her former career was coordinating and managing Public Art Projects and Programs, in 3 cities over 15 years; after a 5-year stint in other gigs post-Great Recession (learning & teaching acting for the camera, experiential team-building on high-ropes courses at the National Whitewater Center, and leading tours of Uptown Charlotte restaurants), she joined the City Of Concord in December 2013 to help ClearWater Artist Studios. Along with managing tenant artists, and event rentals to the public, she has developed exhibitions, programming, partnerships, and visions for new facilities such as the newly open ClearWater Ceramics Center. She now oversees a thriving arts facility now anchored in the City's Parks & Recreation Department; and serves as Staff Liaison to the recently appointed Concord Public Art Commission. She enjoys the support of other City departments and coworkers, as ClearWater Arts continues to expand and grow as an arts center & amenity, and haven for artists, creators and community.

City of Concord / ClearWater Arts - 223 Crowell Drive NW, Concord, NC 28025

(704) 920-6600 – www.ClearWaterArtists.com

This project is supported by a grant from the Grassroots Arts Program of the North Carolina Arts Council, a state agency, and the Cabarrus Arts Council.

