Participation Guidelines for Community Organizations

Example Windowed Worlds created by community organizations (pictured top to bottom): Paier College of Art, New Haven Free Public Library (NHFPL), and Educational Center for the Arts (ECA)
MARKETING OPPORTUNITY FOR COMMUNITY ORGANIZATIONS: ____________________________________________

Town Green District, in conjunction with Downtown New Haven businesses and property owners, is activating empty storefront windows with color and creativity. The Windowed Worlds program curates window displays in order to create visually spectacular, safe commercial corridors throughout Downtown. Community organizations are invited to propose 3-D window display designs that promote their organization and mission. If a community organization’s proposal is selected, Town Green District will coordinate access and insurance details with property owners, and the organization gains free advertising space in highly foot-trafficked areas of Downtown. Preference given to community organizations that serve Downtown residents, employees and visitors.

** If a community organization wants to commission an artist to help in the design and creation of their window display, Town Green District staff can help advise.

ELIGIBILITY: ____________________________________________

• Promotional displays must be custom made to the storefront window’s unique character
• All visual media accepted
• Content must be G-Rated and suitable for the general public
• A wooden backdrop is provided. All materials required for window display are the responsibility of the community organization to acquire. This includes hanging hardware, tools, ladders, and any other materials that are required to safely and completely install the artwork.
• The community organization is responsible for producing a visually spectacular window display and may be asked to repair the installation within the duration of its display—which lasts until the vacant storefront space is leased or until 12 months - whichever comes first.

SUCCESSFUL DISPLAYS ARE: ____________________________________________

• Compelling - artistically strong in concept and execution, striking to a diverse audience, and actively seeking to engage the public. We encourage partnering with a local artist to achieve strong visual impact.
• Timeless - offers an impressive, versatile presentation during both day and night
• Resourceful - agile, adaptive, innovative, and achievable with the storefront's spatial quirks

HOW TO ENTER: ____________________________________________

Email your proposal to elizabeth@downtownnewhaven.com with “Windowed Worlds - Community Org Submission” in the subject line of your email. Project proposal must include:

• Community organization staff contact info
• Specify for which location you are proposing a display (see available locations listed on Windowed Worlds webpage)
• Specify if your installation needs a wooden backdrop and rigging system provided
• Mock-up or sketch with explanatory descriptions of how the window display best utilizes the storefront window’s shape and size
• Community organization mission, 200 words or less

Community organizations will be notified if their promotional display has been accepted via email

PANEL REVIEW: ____________________________________________

A committee of professional artists and arts administrators, local business owners, real estate professionals, and community advocates will select the winning proposals. There is no entry fee required to participate.

ABOUT TOWN GREEN DISTRICT: ____________________________________________

Town Green District is a business improvement district (BID) funded by a sur tax on property in Downtown New Haven which is used to fund special projects and improvements within Downtown New Haven. We are dedicated to cultivating a cleaner, safer, more vibrant urban community through placemaking, events, small business support, and advocacy initiatives. Go to downtownnewhaven.com to learn more.

QUESTIONS: ____________________________________________

Contact the program manager, Elizabeth Bickley: elizabeth@downtownnewhaven.com