



DEEP ELLUM FOUNDATION

The Deep Ellum Foundation is issuing a Call to Artists to design our newest Streetlight Pole Banners for the Deep Ellum Public Improvement District.

Deep Ellum Streetlight Pole Banners Overview

More than 100 streetlight poles were installed as part of the 2014 renovation of Elm Street. Since then, the Deep Ellum Foundation has expanded streetlight pole banners to Exposition Avenue and Main Street, with more expansions planned for the future. New streetlight pole banners are featured 2 to 3 times per year. The banners are exclusively used for district identification and reflect the history, community and creative spirit of Deep Ellum.

The current banners were designed by local artists and Print Shop, Lewellyn's Print Shop. [Visit the gallery of all past banners.](#)

About the Opportunity

The Deep Ellum Foundation is issuing a call to local artists to submit design proposals to be considered as part of a collection of new streetpole banner along Elm Street, Main Street, and Exposition Avenue. Four to six distinct designs will be selected to be featured on district streetlight poles. The banners are typically featured between 3 and 8 months and will be displayed beginning in the Fall of 2020 to coincide with the second annual Deep Ellum Open Studios. Deep Ellum Open Studios is a celebration of the artistic soul of this special historic district through visual arts, artist tours, an artisan market, and live muraling (the event will primarily be virtual this year). All banners are also retained by the Foundation for future reuse.

Thematic Inspiration: As the banners offer an opportunity to celebrate the arts in Deep Ellum, we encourage artists to craft designs to reflect the neighborhood either in content or in inspiration. Submitted draft banner designs should draw inspiration from one of the core cultural assets of Deep Ellum such as art, music, entrepreneurship, diversity and/or Deep Ellum history.

The Specifics: The submitting artist will submit a high resolution digital copy of a 24"x 49" piece of artwork (or similar size) that represents Deep Ellum in their own unique style. The artwork may have a small artist signature in the bottom left corner of the piece. Note, the ultimate sign will also then have the words "Deep Ellum" graphically imposed upon the image

(typically in one of the 4 corners of the banner) and the artist should consider this in creation and selection of works for submission. Other promotional logos, ads, language etc. are not permitted directly on Deep Ellum Public Improvement District banners (per agreement with the City of Dallas that the local banners be used strictly for district identification). The Deep Ellum Foundation will print and install the banners to be displayed for no less than 3 months in 2020 with the option to re-display the banners in future years.

Artist Eligibility

Eligible artists must be 19 years or older. Artists who reside in Dallas, Deep Ellum and/or have history in as well as knowledge of Deep Ellum are preferred.

Budget

Each selected artist will be given \$300 for their design.

Submission Requirements

1. A PDF or image of the artist's proposed 24"x49" design for the street pole banner. This may be a draft work to be finalized if selected.
2. A brief description shared in bullets or paragraph format of the inspiration for the piece and artist's experience in Deep Ellum including how Deep Ellum has impacted your career as an artist and as a creative, if applicable.
3. Cv or resume.

Please email submissions to micah@deepellumtexas.com by 5:00pm on Friday, August 14, 2020.

About the Deep Ellum Foundation

The Deep Ellum Foundation operates as a nonprofit 501(c)(3) corporation managing public and private funds within the community to advance the interests of the neighborhood as a whole and achieve a sustainable growth trajectory for the district now and into the future.

Vision:

At the Deep Ellum Foundation, we collectively envision a Deep Ellum neighborhood that is safe, secure, inviting, connected to surrounding districts and is a true live, work, play environment that simultaneously embodies an authentic, unique and vibrant community.

Mission:

To achieve this vision, the Deep Ellum Foundation serves to maintain, enhance and advocate on behalf of the Deep Ellum neighborhood. We do this by:

- a) Connecting and informing stakeholders
- b) Providing public safety services
- c) Maintaining and improving the built environment
- d) Marketing and promoting the area, and
- e) Cultivating core assets including art, music, culture, entrepreneurship, and diversity that continuously spur the community to thrive.