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## Lake Geneva Business Improvement District (DBA Downtown Lake Geneva)

**Deadline:** *Friday, February 2, 2024*

**Location:** *Lake Geneva, Wisconsin.*

## Public Art Call for Artist(s)

### Total Project Budget:

Up to \$10,000 per mural depending on location. Additional \$5,000 maximum material budget. Accommodations will be provided, some meals will be included.

### Budget Description:

Artists to bid on painting a color mural with 4 options

- i. 87x6ft (approximate as the wall has an incline) made of concrete.
- ii. 67x16ft made from cinderblock that has been prepped for painting.
- iii. 16x24ft painters only. Design provided.
- iv. Opportunity to paint panels to be installed over brick (4-6 6ft wood panels)

### Project Details:

The Downtown Lake Geneva Mural Committee is kicking off its Murals in Motion event installation with this inaugural mural project. The Downtown Lake Geneva Mural Committee will complete a series of murals around its historic business district in this major tourist destination. We believe that art is not only beautiful, but also transformative and impactful. Community murals have value beyond the art on the walls to share our message on the importance of nature, our crystal clear recreational lake, and the rich history of Lake Geneva from Native American roots to the Gilded Age destination built with opulence and grandeur. Our inaugural mural project will set the standard for future murals with a goal to complete 12 murals in 3 years and later construct a sculpture walk near the lakefront.

The murals are to be painted May 15-19 as part of an artist in residence type of event. Spectators will watch your process and enjoy other streetside entertainment while you complete your project.

### Selection Information:

Artist submissions will be reviewed by Downtown Lake Geneva Mural Committee to select the winning designs. Decisions will be made and artists notified by February 15, 2024.

### Application Requirements:

Applicants should provide a completed application following the guidelines set forth in the Call to Artist forms, providing a concept rendering of their mural ideas, providing at least 2 examples of past murals, and give an estimated cost to complete the project.

### How to Apply:

Complete the provided Mural Application Form and submit with supportive materials via email to Alexandria Binanti by February 2, 2024: [director@downtownlakegeneva.org](mailto:director@downtownlakegeneva.org)

### To Apply Visit:

[DowntownLakeGeneva.org](http://DowntownLakeGeneva.org)

### Supplemental Document:

[DowntownLakeGenevaMuralsApp](#)

### For Questions, Please Contact:

Alexandria Binanti, Executive Director Lake Geneva Business Improvement District.  
262-716-9529, [director@downtownlakegeneva.org](mailto:director@downtownlakegeneva.org)