



ARTERY ALLEY

Dear Artist,

Downtown Lansing Inc. invites you to participate in an alley transformation project, to create a more vibrant and inviting community space in the heart of our downtown district. Not only are we looking to create a stronger sense of place through pavement art, but we are also looking to lift up local artists and promote your work in conjunction with the Creative Placemaking Summit happening downtown October 14, 2020!

Participation as a mural artist would require:

- Completion of a design to fit within one (1) of the 'Power to the People' letters.
- Submission of design(s) no later than October 5
- Providing your own paint and other materials to complete the project
- Willingness to talk for 5 minutes with Creative Placemaking Summit attendees who are participating in walking tour.

Additional information can be found in the accompanying Mural Artist Agreement Form on the next page. If you are interested in participating in this exciting project please submit the Mural Artist Application and your designs no later than October 5, 2020

If you have any questions please do not hesitate to reach out to us at the phone number below. We look forward to hearing from you soon.

Warm Regards,

Cathleen Edgerly



Downtown Lansing Inc.

(517) 487-3322

cathleen@downtownlansing.org

ARTERY ALLEY

MURAL ARTIST AGREEMENT

AGREEMENT, made this ____ day of _____ in the year **2020**, by and between **Downtown Lansing Inc.** ("DLI") and _____ ("Artist").

Downtown Lansing Inc. is contracting with Artist to complete designs to go inside the "Power to the People" pavement art currently located in ARTery Alley

1. ARTIST RESPONSIBILITIES. Artist agrees to develop and produce a design to fit within 1 of the "Power to the People" letters paint. Design should be painted and completed on Wednesday, October 14 within the agreed upon afternoon timeslot. Artist agrees to work diligently and with his/her best efforts to complete the murals within the timeframe allotted. Artist agrees to participate in aspects of the Project that help promote the event and engage the community, so long as these events do not prohibit Artist from completing the Mural within the time allotted. This includes talking about why you chose your design with Creative Placemaking Summit attendees the afternoon of October 14, 2020.

2. PAVEMENT MURAL CONTENT. The mural content will be the Artist's discretion but must not contain images or text depicting violence, nudity, profanity, or content that could be construed as an advertisement. Your design(s) will be placed in a public space and content is to be appropriate for public consumption of all ages. Bright and colorful images are preferred to make each letter and design pop. The DLI team will review designs for appropriate content prior to selection. All designs must be submitted by October 5, 2020 to be included for consideration.

3. LOCATION. Artist agrees to paint within one of the letters located in ARTery Alley, located behind the 200 block of S. Washington Sq.

4. DLI RESPONSIBILITIES.

DLI is responsible for procuring all necessary City of Lansing approvals and to have the alley blocked off for the afternoon to protect artists from 1:00-5:00 p.m., as well as have the pavement cleaned.

5. EXPENSES.

DLI will provide a stipend of \$100 to each selected artist to cover the cost of time and materials for each letter.

6. CONDUCT.

Artist shall conduct their work so as to maintain goodwill with the community and comply with City of Lansing regulations and all other applicable laws.

7. INSURANCE.

DLI and its affiliates will maintain general liability insurance for the Project, as required. Artist is responsible for maintaining any personal health or liability insurance he/she see fit.

8. RIGHT TO USE NAME AND LIKENESS.

Artist irrevocably grants to DLI, its affiliates and each of their licensees, successors and assigns, and each of the authorized photographers acting on their behalf, without additional compensation, the unrestricted right to photograph, videotape, film, and portray Artist and Artist's actions, voice and other sound effects while present at the Project. Artist irrevocably grants to DLI and its affiliates the exclusive right to use Artist's name, image, voice and biography for any purpose and in any manner, including, without limitation, in connection with the distribution, advertising, promotion, commercial tie-in, or other ancillary exploitation of the Project, and any entertainment programming related thereto, in whole or in part, in all media and by all means now known or hereafter devised and in all languages, throughout the universe in perpetuity.

9. ADVERTISING AND PROMOTION.

All advertising shall comply to DLI and Project identity standards. Artist is encouraged to utilize social media to promote the Project and both Downtown Lansing Inc. and the Creative Placemaking Summit are happy to provide any imagery, logos, branding necessary for artist to promote their participation. DLI will promote artist participation.

10. ENTIRE AGREEMENT.

This Agreement constitutes the entire agreement between the parties in connection with its subject matter. This Agreement supersedes any and all other agreements, either oral or written, between parties with respect to its subject matter.

11. ACKNOWLEDGEMENT.

The signatures below are acknowledgement of receipt of this Agreement. Artist acknowledges that this contract will be used by the Project holders, sponsors, and organizers of activities, and that it will govern Artists actions and responsibilities at said activity or event. Artist acknowledges and understands that this Agreement is a legal document, and by signing this document Artist is waiving substantial legal rights to recover damages for Injuries or losses. All parties sign it voluntarily and without inducement of any nature and intend for it to be enforced to the greatest extent allowed by law.

ARTIST: _____

Signature: _____

Print Name: _____

Date: _____

Mailing Address: _____

Phone: _____

Email: _____

DOWNTOWN LANSING INC.

Signature: _____

Printed Name: _____

Title: _____

Email completed form to siso@downtownlansing.org or cathleen@downtownlansing.org by October 5, 2020.

Mailing Address:
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Lansing, MI 48933
www.downtownlansing.org