



## Natick Center Cultural District Gift Cards

### Call for Art

#### Statement of Purpose

Natick Center Cultural District (NCCD) is home to more than 100 working artists, many independently owned businesses, cultural organizations, and an active Town government, which all contribute to a busy year-round schedule of arts and cultural events. Public Art Natick (PAN), a sub-committee of the NCCD, works to create opportunities for public art within the cultural district.

NCCD and PAN seek artist proposals for a NCCD Gift Card; the art area is  $3 \frac{3}{8} \times 2 \frac{1}{8}$  inches. The stipend will be \$100. The chosen art will be on one sided gift cards that will be used in shops and service businesses in the NCCD. Submissions are due by March 15, 2026.

Proposals will be reviewed and evaluated by PAN and approved by Natick Center Associates, Inc. Board of Trustees. Review criteria are as follows:

- Art Quality/Artist Skill
- Appeal
- Originality
- Composition
- Local Relevance

**Who can submit a proposal?**



Any resident of Massachusetts that can accept and cash a check, but preference will be given to current or former Natick, MA residents. This Call for Artists will be sent to the general public, and individuals and groups are encouraged to apply.

### **What proposals are eligible?**

NCCD and PAN acknowledge that everyone relates to their creative forces differently as well as their respective art influences.

The theme for this art should be “Natick Center,” and proposals should be positive, original, and colorful. They are encouraged to reflect the following:

- The urban environment
- Shopping Small
- The different types of businesses in Natick Center

Proposals will be ineligible if they involve:

- A breach of intellectual property rights
- Trademarks, brand or business names, logos, or copyrighted images
- Nudity, violence, implied sexuality, or anything that could potentially be harmful to a third party

### **What about copyright?**

The artist owns the copyright of the artwork created for this Call for Art and may use it for portfolio purposes. If accepted, the artist may not use the art for commercial purposes for a period of two (2) years. NCCD may enter into an additional agreement with the artist if commercial products are produced by NCCD. The artist further agrees to allow NCCD to use the artwork image in any noncommercial way, to promote the gift card program, the Town of Natick, or associated events. NCCD agrees to use all images in a professional manner and will label all images with the artist’s name attached. In addition, NCCD reserves the rights to make and use promotional footage collected for television, web publication, and other media outlets.



## **Proposals**

Artists are encouraged to submit up to three (3) designs individually for this project. Please submit a single pdf file per submission if you are applying via email or by memory stick, or on one 8.5x11 inch piece of paper, if submitted by mail or by hand.

All submitted proposals become the property of NCCD.

### **What to submit:**

- Contact information: Name, mailing address, telephone number and email
- Art in digital form as a pdf either by email or on a flash drive, or by a single 8.5x11 page. If on a piece of paper, please use both sides, one for art, the other for information.
- Artwork information
  - Title of the artwork
  - In fifty words or less: a description of the piece or narrative of what inspired it. This will be used for promotional purposes.

### **How to submit:**

Project proposals must be submitted by mail or in person to:

Natick Center Cultural District  
c/o Heather Rockwood  
8 Court Street  
Natick, MA 01760

Or emailed to [Executivedirector@natickcenter.org](mailto:Executivedirector@natickcenter.org)

### **If approved**

The artist will be notified by email and will need to confirm their approval by signing and returning the contract.



Send any questions to Heather Rockwood at [executivedirecgtor@natickcenter.org](mailto:executivedirecgtor@natickcenter.org).