



Natick Center Cultural District Street Banners

Call for Art

Statement of Purpose

Natick Center Cultural District/Natick Center Associates, Inc. (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 street banner; the full size is 24" W x 54" H. The art area is 24" W x 44" H and must allow for overlay text, see page at the end. The stipend will be \$1,000 to be paid upon approval in April 2026. The chosen art will be on two-sided banners throughout 40 street poles in NCCD. *Submissions are due by March 15, 2026.*

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

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



- Local Relevance
- Publicly Engaging

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?

PAN and NCCD 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.

Proposals will be ineligible by the sole discretion of PAN and NCCD 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 starting in June 2026. 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 banner 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 right 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 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. Please print out the design at the end of this Call for Art if submitted by paper. Measurements of areas are found on the design at the end of this Call for Art.

All submitted proposals become the property of NCCD and will not be returned. NCCD does not claim intellectual property rights for any submission that is not approved.

What to submit:

- Contact information: Name, mailing address, telephone number and email
- Art in digital form as a single pdf either by email or on a flash drive, or by a single 8.5x11 page. Please use the last page of this Call for Art as that page, artists may use both sides-one for art, one 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 non-commercial promotional purposes.

How to submit:

Project proposals may be submitted by 4pm on March 15, 2026, by mail or in person to:

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

Or digitally to this easy to use upload format-please create one (1) pdf for each submission with all information and artwork:

[https://pan.stockpress.co/u/Natick Center Cultural District Banners](https://pan.stockpress.co/u/Natick%20Center%20Cultural%20District%20Banners)

If approved

The artist will be notified by email from executivedirector@natickcenter.org, and will need to confirm their approval by returning a signed contract. Send any questions to Heather Rockwood at executivedirector@natickcenter.org.

Natick Center Cultural District

Art area is
24 inches wide by 44 inches tall,
please keep in mind
the text will overlay in white.

"Natick Center Cultural District"
will be in white with no outline

Business Sponsor
Here

These colors will change depending
upon chosen art,
but will align with the
NCCD logo colors