

January 12, 2023



A Regional Call for Works Celebrating Community

at People First Federal Credit Union
on the ArtsWalk, 26 N. 6th Street, Allentown PA 18101

An arts competition will be sponsored by People First with Allentown Mural Arts to celebrate the spirit of community. The winning artwork will be reproduced and displayed for one year in the People First windows on the Allentown ArtsWalk and receive a \$2,500 cash prize.

The Competition is an opportunity to recognize and encourage the artistic talent in our region. The Competition is open to residents of Lehigh, Northampton and Carbon Counties in PA and Warren County NJ. In addition to the 6th Street installation, the submitted works will be featured on the People First website peoplefirst.com, and on social media.

SUBMISSIONS PROCESS

All submissions are due by Wednesday, March 1, 2023, and participants should email their submission to: Marketing@peoplefirstcu.org

The email submission should contain the following *attachments*:

- A clear, high-resolution image of the artwork uploaded in a PDF, JPEG, or PNG file (5mb max).
- A scanned, signed copy of the Participant Information & release form.

The *subject line* of the email should read ***"2023 People First Mural Competition."***

The *email body* should include:

- Name
- Address
- Name of Artwork
- Medium Used
- Description of artwork*

**Tell us why you think your piece captures this year's theme, and what it means to you personally.*

RULES

Artwork entered should be to scale of its final size 212" wide x 89" tall. If selected People First will have it enlarged, reproduced, and installed. An example of medium could be:

- Paintings - including oil, acrylics, and watercolor
- Drawings - including pastels, colored pencil, pencil, charcoal, ink, and markers (It is recommended that charcoal and pastel drawings be fixed.)

- Collages - must be two dimensional
- Prints - including lithographs, silkscreen, and block prints
- Mixed Media - use of more than two mediums such as pencil, ink, watercolor, etc.
- Computer-generated art
- Photography

All entries must be original in concept, design, and execution and may not violate any U.S. copyright laws.

THE 2023 THEME IS COMMUNITY

Community is the feeling of acceptance, belonging, and/or sense of attachment to the neighborhood. Try to think outside of the box when deciding what community means—and looks like to you—and show us in your artwork. The words “People First,” and/or the symbol must be incorporated somewhere in the artwork.

ANNUAL CASH AWARD

The winner of the annual People First on the ArtsWalk Jury Prize will receive a significant cash prize (\$2,500) to a single work selected. Winner will be determined by a jury from People First and Allentown Mural Arts and notified by April 1, 2023. Artwork will be produced and installed during May 2023 and unveiled to the public at a TBD date.

Important Timelines:

Submission Deadline: March 1, 2023

Finalist Notification: April 1, 2023

Final Designs Submitted to People First (for reproduction): April 30, 2023

Installation Period: May 2023 (exact date TBD)

About People First Federal Credit Union:

People First Federal Credit Union (People First) is a federally chartered and insured credit union that has been serving the Lehigh and Northampton Counties of Pennsylvania by offering low-cost financial services for more than 70 years. With more than \$800 million in assets and more than 75,000 members, People First serves more members than any other credit union in the Lehigh Valley region. A member-owned, caring, provider of financial services, People First is committed to helping the people of the Lehigh Valley and beyond to improve their lives and secure a better future.

About Allentown Mural Arts:

Incorporating art into daily life. A collaborative and engaging public art and beautification program that contributes to our communities’ identities, fosters neighborhood pride and a sense of belonging, and enhances the quality of life for residents and visitors. Designed to empower artists to be change agents, stimulate dialogue about critical issues, and build bridges of connection and understanding while providing quality art education programming and mentoring to the city’s residents. **ALLMuralArts.org**

Image of Windows



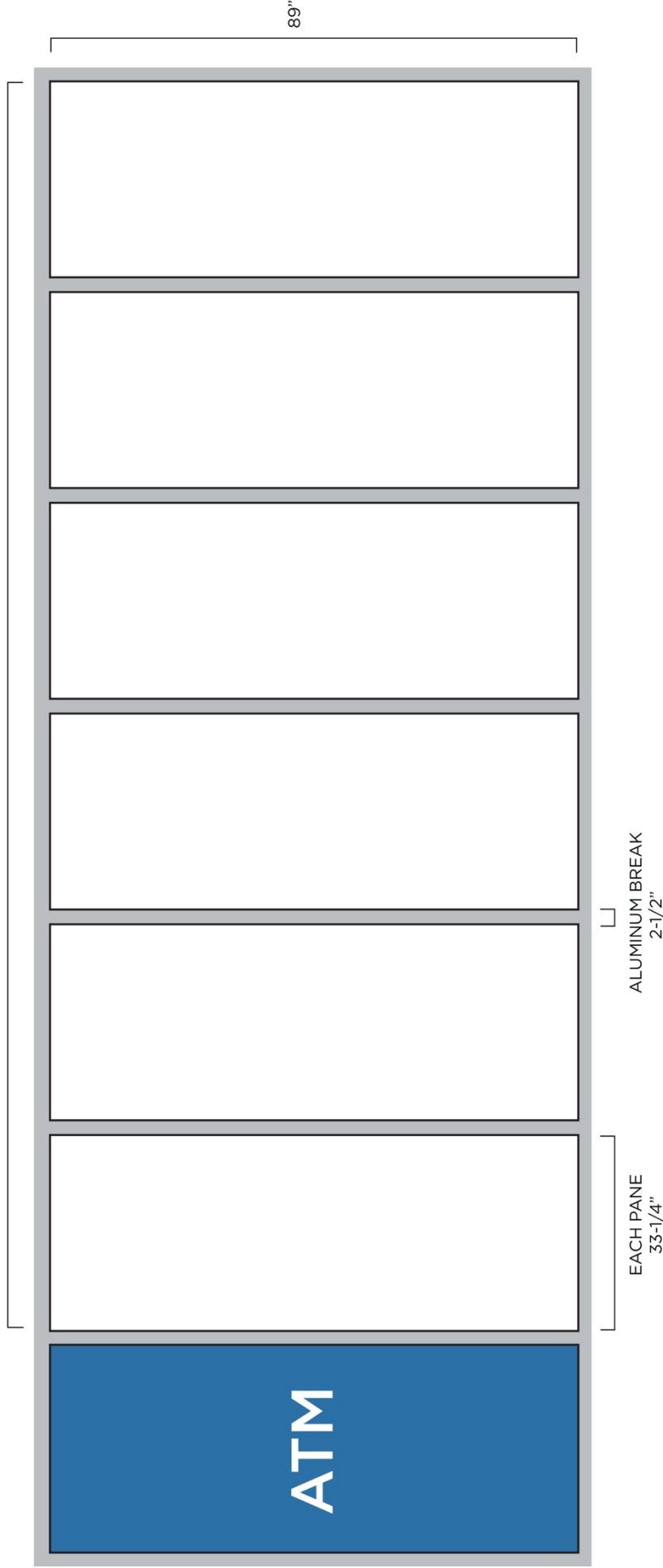
People First Logo & Symbol



PEOPLE FIRST BRANCH WINDOWS | SOUTH FAÇADE

26 N. 6th Street, Allentown PA 18101

OVERALL EXPANSE
212"



ARTSWALK



ARTIST IDENTIFICATION SHEET

Artist(s) name: _____

Mailing address: _____

Email: _____

Phone: _____

Website/Professional social media site (if applicable): _____

Please check if in agreement:

____ I give permission for my submitted artwork to be shared on the People First website and social media.

____ If selected as the finalist, I give permission for my artwork to be reproduced by People First and displayed, as well as shared on the People First website and social media.

I certify that as the applicant for this opportunity the materials I have submitted are a product of my own creation and no other.

Signature: _____ Date: _____

Name (print): _____
