



## #725Views

725 Ponce - Art Fence Initiative - Emerging Artist Specs

### #725Views - CALL FOR ARTIST SUBMISSIONS

[725 Ponce](#) seeks emerging local artists to create artwork for a two or three-dimensional "viewfinder" installation located on the 725 Ponce BeltLine Eastside Trail construction fencing (opposite The Shed at Ponce City Market).

Artists will install original two or three-dimensional works of visual art inside a shadowbox on the 725 Ponce construction fencing. Artwork will be viewable through a circular or keyhole shaped viewfinder. Compelling graphics on the construction fencing will entice BeltLine visitors to pause and discover the artwork.

#### Dimensions & Installation

The narrow focus of the viewfinder will limit the maximum viewable dimensions of the artwork. Assuming the viewfinder has a 1" diameter and the artwork is set 12"-14" back inside the shadowbox, the viewable area of your artwork would be approximately 10" x 10". The shadowbox will accommodate either two or three-dimensional art projects. If artist is installing a flat print, they will also need to create a mechanism to keep their piece upright inside the shadowbox. If the artist is installing a 3-dimensional piece, they should be advised that the viewable area in the foreground of the artwork will narrow considerably. We are in the process of constructing the shadowboxes and viewfinders and will be able to provide artists with additional details and dimensions as the time for installation nears.

Each artist will be responsible for installing and maintaining their own project for the duration of each **eight-week** period of exhibition and for removing their project at the end of the exhibition period. Any unclaimed artwork will become the property of 725 Ponce.

#### Compensation & Promotion

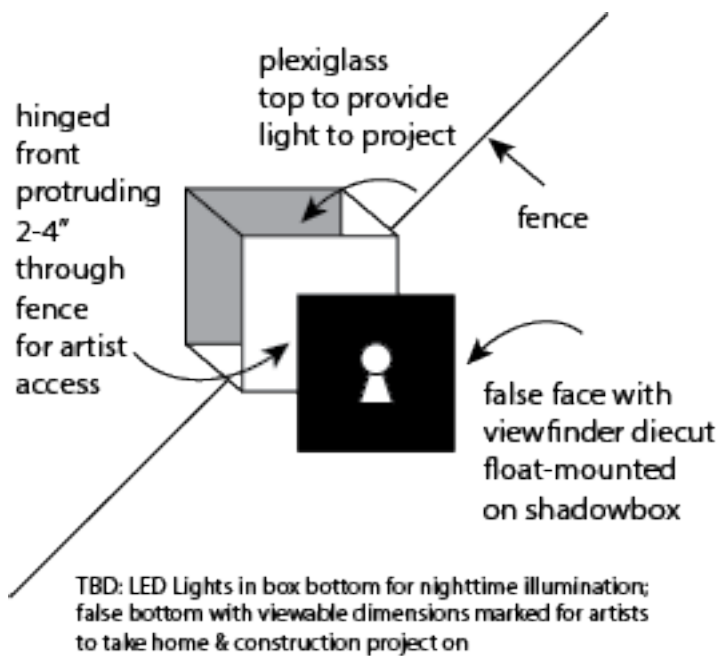
As part of their application, artists should submit a value for their work.

In addition to monetary compensation, artists will receive promotional benefits through the 725 Ponce social media and website channels, as well as through select PR channels. Artist name and statement will also be prominently posted on the fencing, adjacent to their work.

#### How to Apply

To apply, please fill out the attached form and return it to [ggrimes@indigo-collective.com](mailto:ggrimes@indigo-collective.com). If you have questions, contact Gerlinda Grimes via email or at 404-274-4743.

# Shadowbox Details



## Construction Details for Shadowboxes that will house #WeLoveATL and Emerging Artist Projects

Shadowboxes will be approximately the size of a bankers box, which should allow for a 10"x10" viewable area, assuming viewfinder is 1" and art is placed 10-12" back inside the shadowbox

## Sample Artwork

