

OVERVIEW OF THE COMPETITION

This student art competition's purpose is to find a suitable design for the spray booth façade, located on the south-west side of the Cowgill Hall.

The idea is to revitalize the façade by projecting outwards the activities and perspectives of the CAUS. We are looking for artwork that communicates how technological innovation in general can help the design community.

Please note, that the competition seeks designs for the mural and the painting of it. The actual execution of the mural will be done by the winning students as well.

TO WHOM

The competition is open to first-year students from CAUS. The students may work as a team or work individually.

PRIZES

Three finalists are selected for the second round of jurying, which will take place on 11/02/2020. After the second review of more detailed, finalized plans, the winner is selected on 11/06/2020 and will receive \$100 cash.

HOW TO SUBMIT

Create a folder in the shared Google Drive with your name or your team name.

<https://drive.google.com/drive/u/2/folders/1yx4TMLyixK5ZTeLGGjmUkgJMpYpOJaXe>

Submit by creating and uploading **ONE (1) PDF -file** with the *Overall Visualisation, Artist Statement, Scaled Detail, and Supporting Images*.

- One (1) Overall Visualization of the finished mural in its entirety on the wall of the spray booth. This picture must be made using the photo provided along with the email onto which to visualize the proposed design.
- Up to one (1) page Artist Statement. This should explain how the work relates to the values of CAUS and designers' life at Virginia Tech.
- One (1) Scaled Detail of the design. Use the template, which includes measurements (perimeter lines with annotation of their real-world size)
- Up to three (3) Supporting Images of the creative process, relevant reference images, or specific angles or features of the mural.

No complete technical drawings or precisely measured images (except the Scaled Detail) are necessary for the first round of submissions. The three finalists will be required to formulate more accurate plans for the practical implementation of their designs.

By submitting, you agree to the Terms & Conditions of the competition (found at the bottom of this page).

SCHEDULE OF COMPETITION

The launch of the competition is 10/21/2020.

The deadline for submissions is 01/20/2021.

The jury announces the finalists on 02/01/2021.

The winner will be announced on 02/15/2021.

The winner needs to finish painting the mural by 04/01/2021. May change depends on the weather conditions.

THEMATIC & AESTHETIC GUIDELINES

Practical considerations include the existing graffiti on the exterior façade that may require to be covered.

Artwork could address the topics of art without borders, technology impact on the design, current media culture, science fiction fantasies.

Photogenic artwork that invites viewers to interact, engage, and photograph themselves with the wall would be favored.

One should treat the 3 façades as 1 continuous expansive scene.

Vibrant colorful artwork is preferred over monochrome.

Be bold with the art concept and work with the architecture. Think how both the idea and look of it will age – will the concept and visual language still communicate effectively in 10 years?

FILE LOCATION

<https://drive.google.com/drive/u/2/folders/1yx4TMLyixK5ZTeLGGjmUkgJMpYpOJaXe>