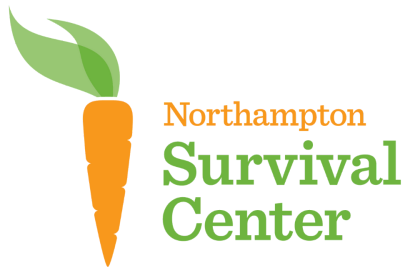


CALL FOR ARTISTS: NORTHAMPTON SURVIVAL CENTER GRATITUDE POSTCARD PROJECT



Introduction to the Northampton Survival Center

The Northampton Survival Center is an emergency food pantry dedicated to improving the quality of life for low-income individuals and families throughout Hampshire County by providing nutritious food and other resources in an atmosphere of dignity and respect.

Project Overview

The Center is producing a set of postcards for its Bread & Butter Club—a group of donors who make a financial contribution to the Center every month.

These cards are intended to express our gratitude to the monthly donors who support our work and to inspire them to express gratitude to their own loved ones (by having donors send a postcard every month to someone they're honoring with their donations to the Center). We are currently working on a series of cards to be distributed in January 2024.



Images from the 2022/2023 Northampton Survival Center gratitude postcard project

Project Description & Details

The Center will commission 12 artists this year, each of whom will create one image to be included on a postcard. The cards will celebrate both the mission of the Northampton Survival Center and the spirit of gratitude. We hope to feature a wide range of artistic styles by a diverse group of artists.

Considerations for the design are as follows:

- **The theme for 2023 is healthy food.**

We're asking artists to create art celebrating healthy food. Consider everything that encompasses healthy food: planting seeds, people cooking, farmers markets, families eating together, colorful ingredients, fruits and vegetables, favorite nutritious foods... Then create

something beautiful using your artistic medium and style!

- **Artwork must be original work created by the submitting artist.**

All works submitted must be original works created by the artist and the artist must control all necessary rights of use and reproduction.

- **Each piece must be family-friendly and in line with the mission of the Center.**

The artwork may not contain advertising, political messages, religious content, or anything obscene, indecent, or profane.

- **Technical specifications are as follows:**

- **Postcards will be printed 5" x 7" in color.** Artwork should have a 5:7 or 7:5 aspect ratio. (Images should be 5.25" x 7.25" including .125" bleed on all sides—don't put anything important in that .125" border!)

- **Artists may sign their art** or request their names be added during the production process to the front of the cards. The back of the postcard will be standardized to include information about the Northampton Survival Center and space for both a message and an address.

- **Preparing your artwork for print.** Please send:

- High-resolution image (PNG, TIFF, JPG, etc)
- 300 DPI
- CMYK color (*not* RGB)
- Include .125" bleed on all sides of your image

(Let us know as soon as possible if you will be unable to provide a digital file so that we can make arrangements to scan your work. If the Northampton Survival Center must scan your work from the original, we will make every effort to handle the original carefully; however, the Center cannot be held liable for damage to any originals you submit.)

- **The primary use of this artwork will be for postcards.**

Artists will retain the copyright of their work. The Center will use the artwork:

- As printed postcards
- To promote the postcards/donations to the Center (Images may be used as part of a poster, brochure, newsletter, webpage, social media, or similar for promotional purposes.)

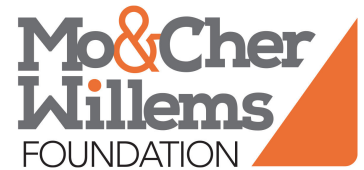
- **Artists will have the opportunity to be featured on the Center's website and social media.**

Eligibility

The Center intends to feature a diverse group of local artists each year, including children, clients, volunteers, and others. As we are seeking to celebrate 12 different artists and artistic styles, artists will be selected to participate based on their creativity, sample of work, and with regard to the overall mix of styles within the series.

Compensation

Invited artists complete approved postcard artwork by the deadline (September 1, 2023) will be given a one-time \$250 honorarium, paid by check. The funds for these honorariums were generously donated to the Center by the Mo and Cher Willems Foundation. Artists will also receive a full set of the printed 2024 postcards.



Deadline

Artists should apply to participate in this project by May 22, 2023. Artists will be notified of their application's status by May 30 and should confirm their participation in the project by June 5. Finished artwork from artists chosen to participate is due by September 1, 2023.

Artists interested in participating but unable to meet the deadline for this series are invited to contact us to express interest in next year's project. Any artist not chosen for this year's postcard series is welcome to apply to future projects organized by the Center.

To apply:

Please visit tinyurl.com/NSCpostcardapp to apply by May 22, 2023. (Requires a Google account. If you require another way to apply, please email danielle@northamptonssurvival.org.)

Please direct any questions about this project to:

Danielle Brown, Development Director
Northampton Survival Center
danielle@northamptonssurvival.org