



CALL FOR EXPERIENCED DIGITAL ARTISTS, DESIGNERS AND ILLUSTRATORS

Montague Wheat Paste Murals Montague, MA
Release Date: Monday, January 6, 2025 (9:00am)
Deadline: Sunday, February 16, 2025 (11:59pm)



PROJECT OVERVIEW

Wheat paste murals have been around since ancient times. The process involves affixing printed material (paper) onto a surface using a mixture of flour and water. This form of street art is popular due to its low cost and simple installation process. Wheat Paste murals are meant to be temporary, lasting between three and six months. [LEARN MORE.](#)

The Town of Montague, MA will install six large scale site-specific wheat paste murals on historic brick buildings in May of 2025. Three selected artists will each receive \$4,000 to design a pair of murals that integrates themes identified by the community at the following locations:

- Two visible from the Canalside Rail Trail
- Two in downtown Turners Falls
- Two in downtown Millers Falls

Applicants may only apply for one pair of sites. Selected artists are not responsible for printing or installing their pair of murals. A qualified professional will be hired by the Town for this purpose. Additionally, all other materials, supplies and equipment necessary for installation will be paid for by the Town. [LINK TO APPLICATION:](#) <https://forms.gle/tgsByKYdULMYjR8LA>

The Montague Wheat Paste Mural Project is administrated by RiverCulture, the municipal arts program of the Town of Montague and juried by a steering Group comprised of Town staff, business owners and residents with art and/or design experience. Funding for Montague Wheat Paste Murals project is provided through the [New England Foundation for the Art's Making It Public \(MIP\) for Massachusetts Municipalities program.](#)

SELECTION CRITERIA

This call is open to any U.S. resident aged 18 years or older.

Applications will be judged on the following criteria:

- Strong site-specific composition that integrates the related background material.
- Relevant work experience creating large scale visual design.
- Expressed interest and/or relevant work experience incorporating community input into a design project.

Preference will be given to experienced digital artists, designers and illustrators who:

- Currently living within 20 miles and/or having a strong relationship with Montague.
- Expand the diversity of public art in Montague including women and BIPOC/ LGBTQ+ applicants.

DRAFT DESIGNS

Draft designs must be visual/ image based. Applicants must supply a pdf draft design for each location in the pair. Sketches are fine and will be used to understand the direction of the design and how the applicant is incorporating the following community input:

[Canalside Rail Trail](#)

[Downtown Turners Falls](#)

[Millers Falls](#)

FINAL FILE FORMAT REQUIREMENTS

Three Selected artists will need to adhere to the following guidelines to submit their final print files:

1. File Formats

Accepted file formats: PDF, TIFF, JPG, or EPS.

All files must be flattened with no layers to ensure compatibility with our large-format printer.

2. Resolution

Minimum resolution: 300 DPI (dots per inch) at the final print size.

3. Size and Scale

Your artwork must be scaled and proportional to fit the printing area

4. Color Mode

All files should be submitted in CMYK color mode for accurate color reproduction in print.

Convert any RGB files to CMYK before submission.

5. Design Considerations

Designs must account for wheat paste mural techniques: ensure your artwork can be divided into manageable strips without losing continuity.

Avoid fine text or small details that may not translate well to large-scale print.

TIMELINE + FUNDING

Funding for the Montague Wheat Paste Murals project is provided through the [New England Foundation for the Art's Making It Public \(MIP\) for Massachusetts Municipalities program.](#)

Each selected artist will receive \$4,000 for their pair of mural designs.
50% of grant – upon entering into a grant agreement with the Town of Montague
50% of grant – upon the delivery of final print files and written descriptions of murals
Application Released: Monday, January 6, 2025 (8am)
Applications Due By: Sunday, February 16, 2025 (11:59pm)
Applications reviewed by selection committee: February 17-28, 2025
Artists (3) selected, all applicants notified by March 3, 2025

MURALIST RESPONSIBILITIES

The Town of Montague will enter into grant agreements with the following expectations:
March 5-14: Artist attends a project overview meeting via ZOOM, enter into agreements with the Town.
March 17- April 10: Artist participates in a community conversation (ZOOM or in-person) coordinated by RiverCulture. Artists may be asked to make minor revisions to the design based on input.
April 21: Revised draft designs and written description are due for final review by the jury.
May 5: Final print files and written description due. ***See notes about print file format.**
May 6-29: The Town prints and installs wheat paste murals at 6 designated locations.
May 31: Celebration planned; artists are encouraged to attend!

RIVERCULTURE/ TOWN OF MONTAGUE RESPONSIBILITIES

Manage contracts and payments.
Facilitate communication with the jury
Print and install final designs. Provide all equipment/materials necessary to do so.
Trouble shooting and logistical support throughout the project.

COPYRIGHT

Municipality and grantee each reserves a royalty-free, nonexclusive, and irrevocable right to reproduce, publish, and otherwise use, and authorize others to use any artworks/deliverables developed under this agreement with attribution. Grantee retains all ownership and copyright of any ancillary materials developed under the Grant Agreement and will grant The Town of Montague a royalty-free, nonexclusive, limited right to reproduce, publish, and otherwise use any such ancillary materials on a case-by-case basis with the written permission of Grantee.

Questions? Please contact Suzanne LoManto, Director of RiverCulture

RiverCulture@montague-ma.gov

413-863-3200 ext. 115

LINK TO APPLICATION: <https://forms.gle/tgsByKYdULMYjR8LA>