



~ RT. 66 REINTERPRETED ~ ART PROJECT

ABOUT THE PROJECT

In celebration of Rt. 66 and all it stands for, Atlanta, Illinois—located Midway on the Mother Road between Chicago and St. Louis—announces the Second Annual “Rt. 66 Reinterpreted” Art Project.

Modeled on Chicago’s “Cows on Parade” exhibit, the Rt. 66 Reinterpreted Art Project presents artists the opportunity to create their own take on one of the 20th Century’s most iconic and recognizable symbols: The U.S. Rt. 66 Highway Shield.

Participating artists will be provided a blank, 2ft. x 2ft. wooden cutout of the Rt. 66 highway shield, painted white, which will then become their personal canvas. The only requirement in creating a reinterpreted shield is to incorporate the text “Illinois U.S. 66” somewhere on the face of the shield, in whatever size, shape, or color the artist desires. Everything else about the design, style, background, and color of the reinterpreted shield is left to each artist’s imagination and creativity.

PROJECT GUIDELINES

- The Rt. 66 Reinterpreted Art Project is open to anyone age 16 and above.
- Maximum entry is one shield design per person.
- Each shield design must include the text “Illinois U.S. 66” somewhere on the face of the shield, in whatever size, shape, or color the artist desires. Everything else about the design, style, background, and color of the reinterpreted shield is left to each artist’s imagination and creativity.
- **All shields submitted for inclusion in the Rt. 66 Reinterpreted Art Project become the sole property of the Atlanta Betterment Fund.**
- **Submission of an entry acknowledges the right of the Atlanta Betterment Fund to use it for publication, exhibition, sale, and/or promotion.**
- Entries must be original, independently executed artworks completed and submitted by the entering artist.
- Up to 50 entries will be accepted in this year’s project, as determined by the date applications are received. All 50 entries will be displayed outside, along Rt. 66 in downtown Atlanta, Illinois from 5/1/14-8/31/14. The Atlanta Betterment Fund Board of Directors will select 10 shields out of the 50 entries as Finalists. Voting will then take place from 5/1/14-8/31/14 to select the top 5 shield designs as winners of the 2014 project. Anyone, anywhere may vote: either in person at selected Rt. 66 attractions in Atlanta or online via Atlanta’s website at www.atlantaininois.org. The top five vote-getters will be the winners of this year’s Rt. 66 Reinterpreted Art Project. Entries selected as one of the top five winning designs will be showcased at the International Mother Road Festival in Springfield, IL September 26-28, 2014. At the conclusion of the project, the five winning shields, along with the names of the artists who created them, will be displayed on a permanent basis in the Atlanta Rt. 66 Park.

- Artists should bear in mind that the audience of the Rt. 66 Reinterpreted art project will be broad-based and of all ages. Accordingly, designs should be appropriate for public display. Shield designs that are political or inappropriate in nature will not be accepted.

ENTERING THE RT. 66 REINTERPRETED ART PROJECT

- Artists wishing to enter the Rt. 66 Reinterpreted Art Project must complete and submit a completed Application Form, along with the \$25 entry fee.
- Upon receipt of a completed application, and after clearance of an entry fee (if a check is used as payment), artists will then be shipped their blank Rt. 66 shield.
- Completed applications are due by or before February 15, 2014. Applications received after February 15, 2014 will not be accepted.

ENTRY FEE

- The entry fee for participating in the Rt. 66 Reinterpreted Art Project is \$25.
- Entry fees cover the cost of providing and shipping each artist a 2ft. x 2ft. wooden cutout of the Rt. 66 highway shield, painted with a base coat of white.
- Entry fees are payable in cash, money order or check made to the Atlanta Betterment Fund.
- Entry fees will not be refunded for any reason.

SUBMITTING COMPLETED SHIELDS

- Completed Rt. 66 Reinterpreted shields should be carefully packaged and returned to:

The Atlanta Betterment Fund
114 SW Arch Street
Atlanta, Illinois 61723

- Artists are responsible for all costs associated with sending in their individual shields.
- In designing and completing their shield, artists should take into consideration that all shields submitted will be displayed outdoors from 5/1/14-8/31/14. Further, the five winning entries will be permanently displayed outdoors. Artists should weatherproof their signs with a fixer and/or wood-sealer.
- Shields should be submitted between March 1, 2014, and April 4, 2014. Shields received after April 4, 2014 will not be accepted.

JUDGING CRITERIA

- Shields selected as finalists will be judged on originality of design, overall concept, and quality of execution.
- The Atlanta Betterment Fund sponsors the Rt. 66 Reinterpreted Art Project. All decisions regarding judging are final.
- Entries selected as Finalists will be notified by April 30, 2014. Entries selected as the top five winning designs will be notified by September 8, 2014.

TIMELINE

February 15, 2014 - Completed applications due. Applications received after 2/15/14 not accepted.

March 1-April 4, 2014 – Completed shields submitted any time between March 1-April 4, 2014. Shields received after 4/4/14 not accepted.

April 30, 2014 – Artists selected as 10 Finalists notified.

May 1-August 31, 2014 – All 50 shields displayed along Rt. 66 in downtown Atlanta, Illinois.

May 1-August 31, 2014 – Voting held to select 5 winning shields from the set of 10 Finalists.

September 8, 2014 – 5 Winning Artists notified.