



CALL FOR ARTISTS

We invite artists who are interested in creating artwork that celebrates the sacred nature of Día de los Muertos (DDLDM) to submit proposals to create an original artwork for our 2023 community DDLDM celebrations. Cheyenne's DDLDM celebrations offer public places to celebrate and a variety of opportunities to learn about the history, traditions, and significance of DDLDM.

The Cheyenne Día de los Muertos celebrations are family-friendly and inclusive of all people. Artwork must be appropriate for children. We encourage artists to reflect on their own cultural and traditional connections to DDLDM when creating their artwork. Artists should consider the following goals when creating their proposal:

1. Represent the cultural significance of Día de los Muertos in a visually compelling way
2. Appeal to multigenerational families and people of all ages
3. Represent the diversity of people, places, and cultures who celebrate DDLDM.

Artists should be members of a community that celebrates DDLDM. Artists of all mediums (visual arts, music, theater, dance, folk and traditional arts, etc.) are encouraged to apply. However, the winning artist must create a work of art that will work well for print and digital advertising. If an artist creates a 3D work of art, the piece will need to be portrayed in 2D so it will meet marketing needs.

Submissions are due June 11, 2023. One artist or artist collective will be selected to receive a \$750 payment to create a final work in partnership with the DDLDM committee. Size and format specifications will be provided, and committee members will give feedback until a final product is agreed upon. Final art work must be submitted by August 18, 2023. Once submitted, the State Museum, Botanic Gardens, Depot Museum, and Library will create a regional marketing campaign featuring the work.

All applications must be submitted by 11:59 pm MST on June 11, 2023. Applications may be submitted online here, or directly to Melisa McChesney. **Please contact Melisa McChesney at 307-630-2573 or melisa.mcchesney@wyo.gov if you have any questions regarding your eligibility for this call or if you need a paper application.**

Funding for this project is made possible through the Wyoming Arts Council's Arts Access Grant.

BACKGROUND

The 2022 Cheyenne Día de los Muertos celebrations were hosted by the Wyoming State Museum, Cheyenne Botanic Gardens, and Cheyenne Depot Museum. The variety of events offered at these institutions seek to share the cultural significance of DDLM and provide welcoming spaces for people to celebrate publicly. The celebrations served nearly 2000 people across multiple venues. Thanks to the generous support of the [Wyoming Arts Council](#), we were also able to pay a community artist, Chad Blakely, to create a wonderful piece of art that represented the celebration in a widespread marketing campaign.

Each year these events continue to grow, bringing in new audiences and new community partners. For 2023, the Laramie County Library has joined us and we plan to offer a wider variety of exhibits, events, and educational opportunities than ever before. The success of these events is due to tremendous support from community members who volunteer their time to be on the DDLM planning Committee.

CRITERIA

Projects will be evaluated and selected based on whether the application demonstrates:

- A clear connection to a community that traditionally celebrates Día de los Muertos,
- A unique and authentic approach to representing the cultural significance of traditional and/or contemporary Día de los Muertos traditions in a visually compelling way
- An ability to create artwork that speaks to the diverse people who celebrate DDLM, considering the many places, cultures, and age ranges of people who attend our events.

To ensure that the final artwork is an authentic representation of DDLM and the people who celebrate it, the winning artist must be able to describe how they are genuinely a part of a community that traditionally celebrates Día de los Muertos, a sacred, religious holiday.

TIMELINE:

June 11, 2023	Application due
June 23, 2023	Winner notified
Aug 18, 2023	Final work submitted & payment completed
Sept 15, 2023	Marketing campaign begins

ELIGIBILITY

- Grant funds can be distributed to an individual or an artist collective.
- Applicants may not be affiliated with the Wyoming State Museum, Cheyenne Depot Museum, Cheyenne Botanic Gardens, or Laramie County Library either as a board member or staff member, including their families, whether full-time, part-time or contractual.
- May not be an employee of the Department of State Parks and Cultural Resources.
- Must be a local artist, living in Wyoming or a neighboring state for at least 10 months of the year.

All applications will be reviewed by a committee of six community members based on the criteria listed above. Applicants will be notified of their application status by June 23, 2023. Committee members include:

Ann Redman, Founder of the Wyoming Latina Youth Conference and co-founder of Hispanic Organization for Progress and Education. Ann is the 2016 Wyoming Council for Women's Issues Distinguished Woman of the Year and was the recipient of the 2017 Woman of Influence Lifetime Achievement award, presented by the Wyoming Business Report. She is the 2001 Athena Recipient awarded by the Greater Cheyenne Chamber of Commerce.

Nicole Cordova, leader of Las Angelitas Unidas y Los Rayos del Sol, a local dance group that shares culture through music and dance. Nicole is a dedicated member of the community who has been involved with the State Museum's Día de los Muertos events for over 10 years. She is also on the Cheyenne Hispanic Fest Committee.

Jason Sanchez, head of Cheyenne Community Recreation & Events Department. Jason is also an incredibly active community member, working on the Greenway Advisory Committee, the Hispanic Fest Committee, and more.

Laura Sonderup, managing director at Heinrich Marketing, Inc., a full-service advertising agency with offices in Cheyenne and Denver. Laura is a nationally recognized multicultural marketing expert and her writings have been featured in USA Today, American Bar Association Journal, Denver Business Journal and others. She is the author of the popular book, "Hispanic Marketing in the Heartland: A Hands-on Guide."

Carol Matteson Pascal, a member of the large Mexican American Arias family whose ancestors settled in Cheyenne over a century ago, Carol returned to Cheyenne after retiring as VP of an international construction materials company, the first woman in corporate America to serve in that capacity. She has long been an advocate and activist here and across the nation in Hispanic affairs including immigration justice, cross-cultural understanding and is a founding member of the Cheyenne Hispanic Festival and the first Día de Los Muertos event a decade ago.

Jessica Fernandez-Medina, chair of the Cheyenne Hispanic Improving Strengthening Powerful Alliances (CHISPA) committee. She has been instrumental in overhauling the Cheyenne Hispanic Festival and turning it into not just a celebration of Hispanic heritage, but a significant educational and supportive event for the Hispanic and non-Hispanic community alike. Jessica contributes to the Cheyenne community on a deep level, participating in many community groups and hosting “Cuentos y Amigos” story times at the Laramie County Library once a month.

ARTIST EXHIBITION:

All applicants, including the winning artists, will be invited to display a selection of their sample work in an art exhibition during October and November, 2023. Depending on the number of submissions we receive, the exhibit may be hosted at the Cheyenne Depot Museum, the Laramie County Library, the Cheyenne Botanic Gardens, or the Wyoming State Museum. You will receive more information about this exhibition after you submit your application.

APPLICATION:

1. Name of Applicant (if applying as a collective, this should be the name and contact information for the best person to contact regarding this application)
2. Name of artist collective or group if different than above (if there is no collective name, please list the names of all artists participating)
3. Email
4. Phone
5. Mailing address
6. Please describe your personal connection to a community that traditionally celebrates Día de los Muertos.
7. Your Artistic Practice (Please provide a short description of your artistic practice and experience. Include any details that will be pertinent when reviewing your Work Samples uploaded below.)
8. Project ideas (Please provide a short description of your initial ideas for this project and how it best aligns with the goals outlined in the project description above. A fully formed idea is not expected at this point and we do not expect you to create any new work until selected, but it is necessary that we have some idea of what you are thinking you might explore through this project.)
9. Work Samples (Please upload up to ten work samples of your past work that best showcases what you will embark on for this project. Samples can be a combination of multiple art forms. Image, video, audio, and document files will be accepted.)