

Application Guidelines (Announcement for Artists)

Apply here: (INSERT LINK)

Border Fusion, Inc. is pleased to announce the Mural Collaboration Project on the busiest border crossing in the western hemisphere! The mural will represent a space to raise awareness, build community, and foster unification between two worlds. A grand place for the public to become ambassadors of this region and promote it through a selfie moment.

Application overview:

The mural will consist of a collaboration between two artists representing the United States and Mexico (one from each country). Artists will submit their application to be selected as part of a team of two artists to design the mural.

Once you submit your application and you're matched with a team, you and your team will design the mural design. Once you submit your mural design with your partner, you will officially be entering the competition as a team. The sketch will enter a series of voting competition where the community will vote for the top sketch. Once the top sketch is finalized, this team will be announced and selected to paint the mural.

Each artist will apply individually. You don't have to have a partner identified to be considered for the mural collaboration, and you can invite other artists to apply if you want to collaborate with a specific artist from the United States and Mexico. If you have a specific artist in mind, you may enter their name and email address in the application. Once you select your partner, you cannot change this answer after you have submitted your application unless you chose to remain open for a match. If you are open to working with other artists, please indicate it in your application.

Once applications close, BFI will release a list of like-minded artists who have applied for the mural collaboration, this list is intended to encourage artists to network regardless of who their teammates are. We will be in contact with you throughout the application process if we have any questions. Once the applications close, we will notify you of the status of your application and your teammate within 4-6 weeks of the application closing date.

Awards:

Finalists will have an opportunity to showcase their community involvement through the arts, gain renowned exposure in the busiest border crossing in the western hemisphere, earn revenue for pre-existing curated artwork through BFI events, expand their networks with curators and other artists from around the U.S and Mexico, gain a renowned reputation for their collaboration, receive media coverage, and meet potential future sponsors for other projects.

1. First Place:

- a. Up to \$2,500 USD cash prize for each participant (subject to availability)
- b. Receive up to 50% of the sale the artwork you donate to BFI (read requirements for more details).

- c. Be featured on all our platforms and our partners' social media.
 - d. Gain renowned visibility as one of the leading artists on the world's busiest port of entry on the western hemisphere.
 - e. Receive networking opportunities with donors, potential art sponsors, and international stakeholders.
 - f. Become a key artist for the binational region and internationally.
 - g. Receive media coverage and gain visibility as an artist.
 - h. Network with other artists from US and Mexico.
2. Second Place:
- a. Up to \$750 USD cash price for each participant (subject to availability)
 - b. Receive up to 50% of the sale the artwork you donate to BFI (read requirements for more details).
 - c. Receive up to 50% of the sale the artwork you donate to BFI (read requirements for more details).
 - d. Be featured on all our platforms and our partners' social media.
 - e. Gain renowned visibility as one of the leading artists on the world's busiest port of entry on the western hemisphere.
 - f. Receive networking opportunities with donors, potential art sponsors, and international stakeholders.
3. Third Place:
- a. Up to \$500 USD cash price for each participant (subject to availability)
 - b. Plus, the perks from second place

The Selection Process:

There will be 6 finalist teams (of 2). Once applicants submit their applications, the finalists will be contacted to confirm their match.

Once the teams are matched, each team will have 6 weeks to come up with a sketch. Each sketch will be taken to social media for voting. The voting polls will be open for 7 days and the selection committee will vote on their top sketches. All finalists will be invited to a fundraiser event where the top 3 sketches will be announced.

Fundraiser event in Round I:

If selected as a finalist and collaborator, you will have the opportunity to network and showcase your artwork at a fundraising event. There will be opportunities for you to display your work to potential donors and funders. The point of the fundraiser is BFI and the artist collaborators

elevate the region. You will have the opportunity to sell your pieces and even receive proceeds from any donated art piece you make to BFI.

BFI does require that all collaborators donate at least 1 artwork to the fundraiser for consideration where 50% of the proceeds will go towards BFI's mural operating funds.

The fundraiser will be a great opportunity for the top 3 finalist teams to showcase other artwork, display any pieces for sale and network with future sponsors, other artists, and binational stakeholders.

Round II:

In Round II, the top three sketches will be taken to the BFI's website for a final public vote on the bfusion.org website. Voting is open for 7 days and the Selection Committee makes their votes and finalizes the top design.

Requirements:

- Each artist must apply to be considered for the bi-national collaboration.
- Only completed applications will be considered.
- All artists must be willing to collaborate with another artist from across the border to form binational teams.
- Artists are required to donate at least 1 art-piece where 50% of the proceeds will go towards the BFI's mission.
- All applicants must submit their portfolio via a link or 2 work samples of their work along with their application.
- Each artist will need to bring their own painting equipment to curate the mural, this includes paint and brushes. Removable plywood canvases will be provided.
- Teams are required to submit a sketch of the mural once they are matched.
- Work sample files may not exceed 1MB. Links are preferred but not required, and upload files are accepted.
- Artists must be willing to attend a virtual 2-hour orientation once they are accepted. Orientation TBA.
- Artists are required to meet all deadlines for sketch submissions. Failure to meet deadlines may result in disqualification from the collaboration.

Additional Guidelines:

- Identify as Hispanic and Latino artists whose focus is on inclusion, representation, and or public art advocacy are encouraged to apply.

- Artists who share a personal connection to the US-Mexican border narrative are especially welcome to apply.
- Previous mural experience is not necessary, but highly encouraged.
- Competition is open to all 2 and 3-dimensional artists.
- Competition is open to amateur and professional artists.
- Competition is international.
- Artists 18 years old and older can apply.
- Experimental and mixed techniques are welcome.

Because this is a binational collaboration, artists are encouraged to closely collaborate and build a relationship with their team member. We believe that people from across borders can work together, and therefore we will encourage and cultivate comradery among the artists. Any personality or work-style issues that may arise are encouraged to be resolved among the artists. However, BFI will ensure a collaborate, supportive, and positive environment at all times.

The mural will be one of the first of its kind and celebrated at one of the busiest border crossings in the world at the Mural Launch Inauguration.

About the Selection Committee and additional information:

The Selection committee is composed of the mural sponsors, board members, and key artists who will make preliminary decisions about the finalists and the sketches. BFI will take the voting to the community and allow for students and community members to vote for their top choice during the voting poll period.

Apply here: [\(INSERT LINK\)](#)

Application opens: January 28, 2022

Application Deadline: March 15, 2022, at 11:59pm Pacific Time.

Contact: *Mitzi Salgado for additional information (mitzi@bfusion.org)*