

CHELSEA COMMUNITY PRESS RELEASE

Community Gateway Sculpture Project Call to Artists

September 2017

The Chelsea, Michigan Area Chamber of Commerce in partnership with Chelsea Lions, Rotary and Kiwanis Clubs, Chelsea District Library, and ChelseaMich are requesting proposals via a “Call to Artists” for the design and installation of an iconic community sign. The sign will be a sculptural work of art that welcomes our residents and visitors.

The winning Artist will receive up to \$25,000, which includes a significant stipend for the Artist, to cover the cost of design, materials and installation. The funds for this project originated from a grant awarded by the Washtenaw County Convention and Visitors Bureau’s Community Tourism Action Plan “CTAP” program. This is a tourism marketing and community development investment program benefiting Washtenaw County.

The location of the sign is tentatively planned for the M-52 corridor.

The sign will be approximately 20 ft. by 16 ft. tall, inspired by Chelsea's natural beauty, city charm, and iconic landmarks. Chelsea is the gateway to the 25,000-acre Waterloo Recreation Area. Residents and visitors come to experience the beauty of Michigan in this protected area. Nature enthusiasts come to Chelsea to hike, ski or bike miles of trails, fish in beautiful lakes, or experience the migration of sandhill cranes.

A juried selection process will choose the winning entry. Criteria includes:

- Signage that is easily identifiable from a distance (will not require close-up inspection)
- a “Chelsea Welcomes You” statement
- Integration of five symbols / logos for the following organizations: Lions, Rotary, Kiwanis, ChelseaMich and the Library
- Safe and durable
- Artists demonstrated ability to successfully executive public art projects in an outdoor environment on time and on budget

This project has long been a vision of several members of the community, particularly Paul Schissler of the Chelsea Rotary Club, who has worked behind the scenes for many years to bring this project to fruition.

“We want to create a unique inspiring sign that reflects the community character of Chelsea and a reflection of Chelsea’s dedication to the arts,” Schissler said.

Applications are being accepted until October 16, 2017. Installation is targeted for completion near the end of March 2018. For more information, email the Chelsea Area Chamber of Commerce at info@chelseamichamber.org. or call (734) 475-1145

Application and guidelines can be found at www.chelseamich.com/gatewaysign and www.chelseamichamber.org/gatewaysign.