



ART
in its
NATURAL
STATE

a Winthrop Rockefeller Institute Program

ART IN ITS NATURAL STATE COMPETITION OFFICIAL GUIDELINES



WINTHROP ROCKEFELLER INSTITUTE
UNIVERSITY OF ARKANSAS SYSTEM



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BACKGROUND

About Petit Jean Mountain

The history of Petit Jean Mountain is rich, extensive and inspired. Petit Jean Mountain has seen Native Americans, explorers, entrepreneurs, politicians, poets and artists respond to the prospective and creative opportunities offered by this unique place. Petit Jean State Park (the Park) and the Winthrop Rockefeller Institute (the Institute) are present-day stakeholders of this mountain and its cultural history. The objective of the Park and Institute partnership is to promote the history, culture and unique beauty of Petit Jean Mountain.

About Petit Jean State Park

Petit Jean State Park is an Arkansas icon, a state natural and historic treasure that has welcomed travelers over the decades. The natural beauty and ancient geology of legendary Petit Jean Mountain inspired the creation of Arkansas's first state park, and with it our state park system. The park mirrors the mountain's rugged beauty with its rustic-style, native log and stone facilities constructed by the Civilian Conservation Corps (CCC) beginning in 1933. Within the park are three National Historic Districts containing more than 80 structures, trails, and bridges. Each of these remarkable works connects you to the craftsmanship and conservation legacy of the CCC, the close to his heart "Tree Army" of Franklin D. Roosevelt's New Deal.

The focal point of this Adirondack-style park architecture is historic Mather Lodge, the park's mountain lodge on the bluff of rugged, scenic Cedar Creek Canyon. Nearby are the park cabins, campsites, picnic sites, swimming pool, Lake Bailey, boathouse, and other facilities and resources.

Hiking trails lead through forests, canyons, meadows, and along streams and mountainside. See where nature over time formed sheer bluffs, Cedar Falls, and the Seven Hollows, such distinctive features as Bear Cave, the Grotto, and the Natural Bridge, and other formations sculpted geometrically by nature called Turtle Rocks and Carpet Rocks.

About the Winthrop Rockefeller Institute

The Winthrop Rockefeller Institute exists to honor and perpetuate the remarkable legacy of a remarkable man. Established in 2005 when the Winthrop Rockefeller Charitable Trust granted the University of Arkansas System a 188-acre campus that was once part of the home and cattle farm of Gov. Winthrop Rockefeller, the Institute perpetuates Rockefeller's strong belief in the power of collaboration and in the free exchange of ideas.

We do so by convening select groups of public, business and thought leaders to deepen understanding of a wide range of topics and to advance solutions to issues of state, regional, national and international importance. During his 20 years here atop Petit Jean Mountain, Gov. Rockefeller himself famously convened no fewer than 200 such conferences, addressing an astonishing range of subjects.

When not hosting one of our own Institute programs, we also offer our pastoral campus and its historic buildings and grounds to various organizations and other groups as a unique venue for meetings, retreats and conferences. Such events are held in the same halls where Gov. Rockefeller's groups of leaders and thinkers gathered to hammer out solutions to the challenges facing the state and nation. While still retaining their historic character, those halls have been updated with the latest in conference technology and guest amenities.

CONTEST DETAILS

Event Theme

Arkansas is the “Natural State” and Petit Jean Mountain makes it easy to see why. From towering pines to open fields to sparkling lakes, Petit Jean offers stunning views at every turn. That’s why our contest theme is “Art in its Natural State.” Whatever work is conceptualized, we challenge the artist to work in harmony with the sites they chose, either through complimenting the natural landscape of the mountain or highlighting the environment’s beauty with aesthetically pleasing contrasts. Both approaches will require careful thought and consideration for each of the unique worksites.

Event Goals

The overall goal for the *Art in its Natural State* competition is to increase the available art opportunities in the state of Arkansas for the public to engage with and regional artists to participate in. Those goals will be achieved by meeting the following objectives:

1. Showcase public arts in a rural area, demonstrating that art can work in harmony with the natural beauty of the state. Engagement with neighboring communities will be an important factor, as will renewed engagement with Petit Jean’s regular visitors to see the mountain in a new light.
2. Provide Southern artists with an opportunity centered in their own backyard at a venue many Arkansans have turned to through the years as a camping, hiking and inspirational place to visit.

Event Duration

As there are two hosting venues, there will be two timelines for the event. All artwork will be installed between March 3 and March 10, 2018, and will be part of the opening event on Saturday, March 11, 2018. After the opening event, the display periods for the works are as follows:

For works selected for display in Petit Jean State Park:

Artwork will be on display from March 11, 2018, until July 31, 2018. After that 5 month span, it is the artist’s duty to return to dismantle and remove the art as specified in the selected artist contract (see page 8).

For works selected for display at the Winthrop Rockefeller Institute:

Artwork will be on display from March 11, 2018, until March 1, 2019. After that 1 year span, it is the artist’s duty to return to dismantle and remove the art as specified in the selected artist contract (see page 8).

Site Selection Process

The sites available for hosting the artwork were selected carefully by representatives of the Park and the Institute. The sites offer a mix of locations that highlight the diverse geography of Petit Jean Mountain and offer unique backdrops for the creative process.

Sites were also selected for their accessibility and visibility to the public. Each site is located a short walk from public roads or parking areas. It is the desire of the Park and the Institute that the entirety of the contest works be able to be experienced and enjoyed by all visitors to the mountain.

Anticipated Audience

With accessibility to the arts being a key goal of the competition, our anticipated audience is the public at large. We hope to encourage art aficionados and enthusiasts to visit Petit Jean with new interest, but we also want to enhance the visits by campers, conference goers and our local residents and neighbors.

TERMS AND CONDITIONS

Artists

The *Art in its Natural State* competition is open to Southern and Arkansas regional artists. For the purposes of this competition, that includes artists from Arkansas, Alabama, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, West Virginia, and Virginia.

The winning designs will be selected by representatives from the Arkansas Arts Council, Arkansas Arts Center, Arkansas Department of Parks and Tourism, Crystal Bridges Museum of American Art, University of Arkansas Fayetteville, University of Arkansas Fort Smith, University of Arkansas Little Rock, the Park and the Institute. Top designs will be selected by the jury at large with final site clearance pending appropriate approvals by the Institute and Park.

The jury selections will be made based on a blind review of the submitted designs and their decisions will be final. Artists will be notified of the status of their application via email during the week of October 1, 2017. In the event that the jury requests more information, or if an artwork is considered for a different site, the Institute reserves the right to contact the artist to request additional information or explore alternate placement.

As part of their participation, winning artists must take part in an opening day event on March 10, 2018, after installing their work. Participation can include, but is not limited to, a panel discussion, artist talks at the displayed art, or demonstrations of technique, where appropriate. The Institute will begin talks with the winning artists to formalize participation in the opening event after they are notified of their selection.

Artworks

- The artworks must be site-specific creations designed and created for an outdoor, natural space. The art must work in harmony with the site selected and its inspiration or tie to the natural area around it should be apparent.
- The artworks must be an original piece devised and created for the *Art in its Natural State* competition
- The artworks must be temporary in nature, lasting 5 months for the 2 Park locations and 1 year for the 8 Institute locations. All aspects of build plans, material selection and installation methodology must be within budget and appropriate for the timeline and available space.
- In addition to their temporary nature, installations must be environmentally neutral and respect the natural environment in which they are installed. This extends to anchoring and material choice. Though artists are free to choose any material to construct their work, preference will be given to works created recycled, recyclable or renewable materials.
- Although temporary, artworks will be outdoors and subject to the seasonal weather of Petit Jean Mountain, including intense springtime thunderstorms and winter ice and snow. To the best of their ability, artists must design their work with resilience to the elements in mind.
- Each available worksite has different elements and dimensions. Artworks must be designed to make the most of the available space and natural surroundings while achieving a balance between the work and the natural landscape.
- All works will be in public areas and as such must not present a danger to public safety, health or welfare.

- All artwork designed for Petit Jean State Park locations (as notated at www.rockefellerinstitute.org/aiins) must be created with the Park's rustic esthetic and history in mind. Artists are encouraged to learn more about the Park by visiting www.petitjeanstatepark.com.
- In the event that maintenance work becomes necessary for an installed work, either through natural or human phenomenon, the Institute will contact the artist to discuss a course of action. The Institute may, at its discretion, offer repair of damaged works where mechanical fasteners, anchors or similar have come loose, with approval from the artist.

Location Guidelines

Artists are free to select up to three locations from the available sites listed [here](#) for their design.

Media Rights

Artist acknowledge and agreed that the Park and the Institute reserve all rights to use images, audio, video and other media collected as part of the competition in perpetuity as promotional and educational tools and collateral for the *Art in its Natural State* competition.

Uses and examples of collected media may include, but are not limited to:

- Professional photographs of installed artworks for promotional use, both in print and on the Web, by the Park and the Institute.
- Use of artist statements for Web and promotional use (such as installation brochures and placards)
- Video and audio of artists talks to be hosted on the Park and Institute websites through public media sites, such as YouTube, at their discretion

A full media waiver will be include in the artist contract. The waiver will pertain to the rights of the Park and Institute to collect and distribute media related to the artworks and artists as it pertains to the *Art in its Natural State* competition and standard promotional efforts. Intellectual, creative, and display rights regarding the created works will be retained by the artists during and beyond the duration of the installation period in accordance with the terms outlined in the artist contract.

Stipend Guidelines

Selected artists (up to 10 individuals) will each receive a \$5,000 stipend. This stipend amount will be paid upon return of the complete artist contract and will be managed by the artist. The stipend is restricted to cover the following items as outlined in the submitted budget and build plans:

- The artwork; including all materials needed, any associated transportation costs, and installation.
- Possible preliminary travel to visit the site in person before installation (small grants for pre-installation visits may become available) as arranged through the Winthrop Rockefeller Institute.
- Meals and accommodations outside of those offered by the Park and the Institute during the installation period of March 2 - 9, 2018.
- Disassembly and removal of the work.

In addition to the stipend, artists will also receive travel assistance from the Institute with travel reimbursements of up to \$500 for roundtrip, economy travel to the Institute for the March 2018 installation period.

HOW TO APPLY

Application Requirements

Applying artists must take the following steps to apply:

1. Review the reference, 360°, and panoramic photos of the available worksites on the Institute website (www.rockefellerinstitute.org/aiins) and select up to three sites to design for.
2. Download the “Audience View” image of each site from the contest webpage and create a super-imposed mock-up of the proposed work. You will need to submit that image alongside one orthographic image of the design and one image of the top, front, and side views. Submitted images must meet the [CaFE specifications](#):
 - a. JPG format only.
 - b. JPG file dimensions must be 1920 pixels on the longest side.
 - c. JPG file cannot exceed 5MB.
3. Create a one-page build plan for the artwork with a proposed materials list and estimated budget.
4. Create a one-page or less artist’s statement about each piece, being sure to include what about the site you chose inspired the proposed work and how the work will highlight, call attention to, or otherwise be integral with the natural surroundings.
5. Create a free account through CallForEntry.org and follow the instructions on the *Art in its Natural State* competition 2017 call to submit your materials and complete your application [here](#). There is a \$25 application fee for the first entry and an additional \$5 entry fee for up to two additional entries (please use coupon code “AE2017” for your additional entries).

Artist Contract

Each selected artist will enter into a service contract with the Institute. Once notified that they have been selected as winners of the competition, the artists will receive the contract and a W-9 tax form in the mail to review, complete and return to the Institute **no later than November 31, 2017**. Upon receipt of the artist-signed contract and completed W-9, the Institute will finalize the contract and send a copy to the artist along with their stipend check.

Failure to return the contract by the deadline will constitute a withdrawal from the competition. In this case, the Park and the Institute will have the sole discretion to offer the site to another competing artist or leave the site unfilled.

Contest Timeline and Deadlines

February 15, 2017	Application period opens with the online application process hosted by CallForEntry.org .
September 4, 2017	Application period closes and application review begins. Deadline: Completed applications and material due to the <i>Art in its Natural State</i> competition page on CallForEntry.org by 11:59 p.m.

October 1, 2017	Selected winners are notified and can begin prototyping and prefabrication of works. Once artist contracts and W-9s are finalized and returned, stipend checks will be mailed to the winning artists.
November 31, 2017	Deadline: Completed artist contract and W-9 mailed to the Winthrop Rockefeller Institute. Failure to return the documents by this date constitutes a withdrawal from the competition.
March 2 - 9, 2018	Artists are given a 1-week period to install their work on Petit Jean, followed by opening event with artists talks, demonstrations, and tours. Housing and select meals are provided.
March 10, 2018 - July 31, 2018	Works selected for 2 sites at the Park are on public display.
March 10, 2018 - March 31, 2019	Works selected for the 8 sites at the Institute are on public display.

Contact Information

For more information or questions about the contest, please contact Payton Christenberry at 501.727.6255 or PChristenberry@uawri.org.