

PRESS RELEASE

CONTACT INFORMATION:

City of Salida, Colorado
Sara Law
719 530 2632
Sara.law@cityofsalida.com



RELEASE DATE:

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Call for Chalk Artists - Salida Chalk Art Festival

Salida, CO- The 1st Salida Chalk Festival will transform downtown Salida into a giant outdoor gallery of colorful murals as artists create 5' x 5' temporary art works of chalk and pastel live during the festival. Like the Madonnari tradition of chalk painting of Italy, artists will create their works on the street. The Salida Chalk Festival is produced by the City of Salida Arts and Culture, and the Salida Creative District in partnership with the Salida Public Arts Commission.

The Salida Creative District invites artists within a 150-mile radius to apply to be an artist for the 1st Salida Chalk Festival to be held Saturday, June 29 in historic downtown Salida. This year's theme is *Sweet Home Salida*. Selected Interested artists should submit a sketch of the proposed artwork along with a brief description and include (2-3) images of work that shows relevant experience in large scale work such as chalk art or murals. Selected artists receive a set of 24 color pastels, an event "artist" t-shirt, breakfast and lunch, and a \$250 stipend. Artists selected by the following criteria: complete application; local artist within 150-mile radius; creative use of theme; sketch adheres to guidelines; past work demonstrates ability to complete 5' x 5' piece in one day. Celebration and Awards ceremony at 5:30pm. The Salida Chalk Festival will be held rain or shine.

Deadline to enter: May 10, 2024

When: Saturday, June 29, 9am-5pm Artist workday.

Awards Ceremony and celebration at 5:30pm Saturday, June 29

Other Event Information: The Salida Chalk Festival takes place Saturday, June 29, 9:00am to 5:00pm in downtown Salida. The Salida Chalk festival has four categories for entry: Featured artists, Selected artists, Community teams and Youth teams. Community teams, individual and youth teams are open to the public. Registration for Community, Individual and Youth teams opens May 17. Enjoy colorful art, live music and concessions during the Festival. Celebration and Awards ceremony for community, individual, and youth teams such as Judges Choice and People's Choice at 5:30pm on event day.

Learn more about the application requirements on our website linked below:
<https://salidasteamplant.com/salida-chalk-festival/>

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The City of Salida, CO, is the statutory seat of Chaffee County with a population of approximately 5,700 residents. Salida is a family-friendly community ideally situated in central Colorado - known by many as the "Heart of the Rockies," both for its geographic location and the abundance of arts, cultural and recreational amenities found here. The city is dedicated to maintaining a safe, fiscally responsible and forward-thinking government where residents, businesses and visitors can thrive. Explore more about Salida at www.cityofsalida.com.