ARTIST COMPETITION RULES & ELIGIBILITY

GREENSBORO, NORTH CAROLINA – MURALS

Steel Hands Brewing Mission: To enhance our community, foster creativity, and above all to produce the highest quality beer, customer service and taproom experience.

It's a huge part of our mission to support the community, and we can't wait to showcase the talent of local artists! Thank you for your interest in the Steel Hands Brewing – Rebar Sculpture Artist Competition. The best part? Your artwork could be displayed at the largest production brewery in Greensboro! We anticipate thousands of people will see your work including the news media, local businesses, industry professionals, craft beer enthusiasts and out of town guests once our destination is up and running. First things first, please review the rules and prize information before you submit your creation. We welcome your talent to our brewery. Cheers!

***The Deadline for completing our attached submission form along with your conceptual rendering or drawing is January 15th, 2022. Please email directly to Gabriela Perry at gabriela@steelhandsbrewing.com .**

COMPETITION THEME:

What does craft beer mean to you?

*Winning entries will incorporate the City of Greensboro, the Art of Craft Beer, and the Community. We want you to be inspired by our brewery, the brewing process, and the culture surrounding craft beer!

STEEL HANDS BREWING 2022 ARTIST RULES

ELIGIBILITY:

- The artist must be 21 years or older on or before **February 15th, 2022**.
- The artist or artists collaborative groups must live or work within the Triad area.
- The artist must submit self-created artwork. The submission cannot be an identical copy, reproduction or only slightly altered version of someone else's existing work. If the artist's artwork infringes upon another artists' copyright, it will be disqualified at the sole discretion of Steel Hands Brewing. Upon submitting to this competition, the artist is solely responsible for any infringement on copyrighted materials. The artist retains all copyrights to their artwork without exception.
- The artist's submission must be constructed in the media outlined by Steel Hands Brewing. Steel Hands Brewing will be providing each artist with a $150 allowance for materials.
- The artist's submission must be able to be installed indoors permanently and withstand the elements.
- The artist's submission must be one single work of art.

- An artist who submits as part of a collaborative group or collective can also submit as an individual artist and vice versa. A single artist can be a part of a maximum of 3 pieces of artwork.
- Artists or artists collaborative groups or collectives may submit up to 3 pieces of artwork in the media outlined by Steel Hands Brewing. The submission will need to be in the form of a painted mural. Artists are allowed to design their mural with the medium of paint only.

SUBMISSIONS & FEES:

- Each artist to submit a drawing or rendering of their intended painted mural based on the competition theme.
- The drawing/rendering submission deadline will be **January 15th, 2022**.
- Steel Hands Brewing will select artists from the drawing and rendering submissions to move on to the second round of painting their murals on site. All selected artists to move onto the next round of painting will be contacted directly.
- Artists will be allowed on site to paint their murals on ***Date to be determined and coordinated directly with selected artists**.
- All submitted artwork must be inspired by our mural competition theme.
- Steel Hands Brewing has the final decision at all times and in all cases as to how much space will be allotted, and where, to each piece of artwork accepted for permanent display based in part, but not exclusively, on available space and locations as determined by Steel Hands Brewing.
- Submitted artwork has to adhere to size limitations set or provided by Steel Hands Brewing here in the submission rules.
- The maximum dimensions for artwork are approximately 7' tall x 7' wide.
- There will be 5 mural designs selected from the submissions.
- Steel Hands Brewing will have the final decision on location for the artwork. The artwork will need to be painted directly onto a concrete block wall.
- Submitted works will be reviewed by a panel of judges determined by Steel Hands Brewing. Artists that submit their artwork will compete for prize packages and for permanent installation at Steel Hands Brewing in Greensboro, NC.
- There are no fees for submission, however, the artist is responsible for all costs relating to the mural painting but not including the materials allowance provided by Steel Hands Brewing.

GUIDELINES:

- Submissions will not be for sale at any time once submitted to Steel Hands Brewing.
- Artists must include a title and description for their work.

LOGISTICS:

- Steel Hands Brewing to provide a timeframe for selected artists to be on site to paint their murals.
- All artists to coordinate their on-site time with Gabriela Perry, gabriela@steelhandsbrewing.com

GUIDELINES FOR ARTIST PROMOTIONAL MATERIALS:

- Steel Hands Brewing will be providing a brochure to include each selected artist's information. The artist is not responsible for the cost of producing promotional materials supplied by Steel Hands Brewing with the artists' information.

- Each selected artist will be required to submit a headshot, brief description of their artwork, photo of their artwork, and a brief artist biography to be included in our artist brochure. The deadline for the brochure is **February 8th, 2022.**

CONDITIONS:

- Entries will be removed from competition based upon impracticality or impossibility of installation for continued exhibition, or if they create issues with public safety hazards, at the sole discretion of Steel Hands Brewing.
- Entries will be removed from the competition if they are considered politically or radically motivated at the sole discretion of Steel Hands Brewing.
- All participants awarded permanent installation, and the winners of the competition agree to transfer all ownership of and reproduction rights of the artwork to Steel Hands Brewing on **February 15th, 2022.**
- The winner will receive their prize package at the conclusion of judging at the brewery. In the event the artist is unable to pick up their prize package, please reach out to Gabriela Perry. Concert tickets will be selected and sent at a later date.
- Winners shall be solely responsible for all federal, state and local taxes.
- Steel Hands Brewing will have the option to promote Steel Hands Brewing's business during any and all events associated with its display of the artwork at its reasonable discretion during and after the competition.

JUDGING CRITERIA:

- Does the submitted artwork fit the brewery theme of the competition?
- Is there a creative interpretation of the subject/theme?
- Is the originality of the work interesting?
- Is there overall quality of the medium being used?
- Does the work stand on its own as a complete and outstanding creative image?
- Does the work impact or provoke the viewer in relationship to the theme?
- Does the work make you want to raise a glass and cheers?

PRIZES:

- **First Place:** $300 Steel Hands Gift card, Reserved seating for Pre-party at Steel Hands Brewing, 2 Concert Tickets to a show at the Coliseum, + Hotel Stay and opportunity to set up an artist booth at Steel Hands Brewing 1x on a weekend day (to be mutually agreed upon) after our Grand Opening. Plus, permanent installation at Steel Hands Brewing.
- **Second Place:** will be $200 Steel Hands Gift card and opportunity to set up an artist booth at Steel Hands Brewing 1x on a weekend day (to be mutually agreed upon) after our Grand Opening. Plus, permanent installation at Steel Hands Brewing.
- **Third Place:** will be $100 Steel Hands Gift card and opportunity to set up an artist booth at Steel Hands Brewing 1x on a weekend day (to be mutually agreed upon) after our Grand Opening. Plus, permanent installation at Steel Hands Brewing.
- *All other artists to receive a $50 Gift card and permanent installation at Steel Hands Brewing.
- All artist's submissions will be on permanent installation at Steel Hands Brewing.
- Artists will also benefit from any PR, social media, website or press releases including information related to the competition by Steel Hands Brewing.

INDEMNIFICATION AGREEMENT:

- Artist and agrees that in no instance will Steel Hands Brewing be liable to Artist for any claim, suit, action, loss, expense or liability relating to or arising from the Steel Hands Brewing Artist Competition or their respective participation in the Steel Hands Brewing Artist Competition. Artist shall defend, indemnify and hold harmless Steel Hands Brewing and their respective directors, officers, affiliates, agents, and employees, from and against any and all liability, claims, suits, actions, losses and expenses, including costs and attorney fees, relating to or arising out of any claim or demand of any kind or nature which any person or party may make against Steel Hands Brewing based upon or arising out of the fabrication, submission, the location, or any other claim or demand relating to the Steel Hands Brewing Artist Competition. Steel Hands Brewing is the intended beneficiary under this Section.

GENERAL:

- This Agreement and all rights and duties under this Agreement shall be governed by, and construed in accordance with, the laws of the State of North Carolina.
- This Agreement may be executed in counterparts, by emailed signature pages or otherwise, each of which when so executed will be deemed to be an original and such counterparts will together constitute one and the same Agreement. Neither party may assign this Agreement or delegate rights to duties without the prior written consent of the other party.

READY TO SUBMIT?

It's easy! Complete and submit the Artist Submission Rules & Liability Agreement by or before **January 15th, 2022** to Gabriela Perry by email at gabriela@steelhandsbrewing.com . For artist inquiries or questions, please contact us.

IMPORTANT DATES:

- **January 15th, 2022** – Artist Submission Rules & Liability Agreement, Mural Rendering or Drawing deadline.
- **January 18th, 2022** – Selected Artist drawings/renderings announced!
- **February 8th, 2022** - Headshot, brief description of artwork, photo of artwork and a brief biography for brochure due.
- **February 15th, 2022**
    - Artwork is due to be delivered on site (coordinate on site painting with Gabriela Perry).
    - Ownership of artwork is transferred to Steel Hands Brewing once completed on site.
- ***DATE To Be Announced** – Steel Hands Brewing Artist Competition – Judging at Steel Hands Brewing (*Date subject to change).