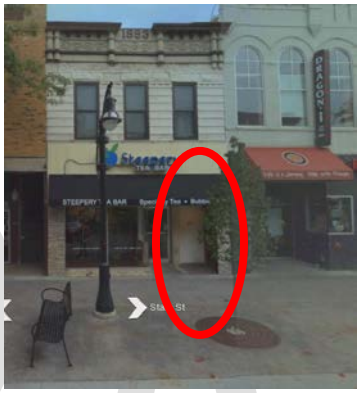
MADISON DOWNTOWN DOORS

BLINK 2019 – Transforming State Street's Hidden Doors



Louisville Alley Gallery Before *After* *After*

The Madison Arts Commission has a 2019 Downtown BLINK budget of $25,000 from the Room Tax Commission. The Downtown Doors project will match artists with property owners to paint the hidden doors on State Street. These doors are often the private doors leading to residential units above, or the secondary/loading door unused by businesses.

City Planning Staff will collaborate with the Madison Central Business Improvement District (MCBID), Madison Arts Commission (MAC), and the Downtown Coordinating Committee (DCC) to help secure some matching funds from property owners, receive permission to adhere a vinyl wrap on the doors, and select artists through MAC and DCC. Staff will then match selected artists with available doors.

$25,000 BLINK Grant Budget

- 30 Doors minimum, focus is on 100-700 blocks of State Street, but could include adjacent streets

Process & Schedule

- **Property Owner Permission & Matching funds**
  - MCBID will secure permission from property owners to paint/ adhere decals, or otherwise decorate doors according to rules outlined below.
  - MCBID will hold matching funds, and distribute to artists upon completion of doors.
- **Art Selection**
  - Planning Staff will issue open call for artists to submit three representative works of art.
  - MAC and DCC members will individually score submissions
  - City and BID Staff will match artists sketches with doors
- **Install and grand opening**
  - April 9-29: Install period: MCBID will work with vinyl wrap installers that will commit to installation of art prior to May 1, 2019
  - Doors unveiled at on May 1, 2019 at Opening of Summer in Your City Café

Draft Guidelines / Rules

- Doors selected will be residential, loading, or secondary doors, not front doors of businesses
- In general, doors are approximately 36" x 84" for a single door, or 72" x 84" double door.
- Art cannot contain words, fonts, or symbols that could be construed as typography.
- Art must be family friendly, and appropriate for our youngest viewers.
- Madison reserves the right to accept or reject any artwork submitted.
- The artist receive a $400 license fee per image and will grant the City of Madison and MCBID a royalty free, universal, perpetual and irrevocable license to reproduce, transmit, and display work as part of the City's Downtown Doors project and otherwise in connection with project.
- Property owner commits to keeping art on the door for one calendar year. May 1 2019 – May 1, 2020. Maintenance reserve funds can be used to help maintain art for the year, in case of vandalism or other incidents until funds run out.
- The City may remove the artwork at anytime for any reason. After the year is over, the Business owner may remove the artwork for any reason.
- Doors chosen must not be of such an architectural character that their wrap would be a detriment to the larger building.
- Safety and security of residential doors must be taken into consideration.

Promotion / Grand Opening / Other Visitor Opportunities

- Printed postcard "Lotto" card to help people find all of the doors available for pick up in all State Street Businesses & Visitor Center
- May 1: Grand Unveiling during opening day of Summer In Your City Café
- May 3: Madison Gallery Night – opportunity for artists to be by their doors
- May 9: Madison Night Market – opportunity for artists to be by their doors
- May 10-12: UW Graduation Weekend

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