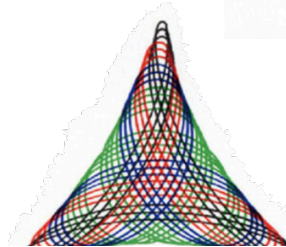
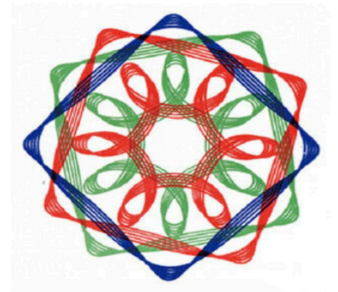
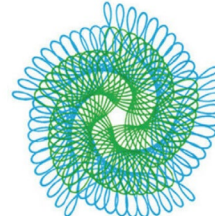


## Call for Entries: Newton Main Street “Mid Mod Alley” Spirograph Competition

Create artwork to enhance your community! The Main Street Design Committee invites you to submit an original drawing or painting to enliven the “Mid Mod Alley” between Uncle Nancy’s and Aleya Salon Suites & Day Spa. The artwork should incorporate a Spirograph-inspired design as a portion of the work. Freehand drawing is encouraged. The artwork will help make “Mid Mod Alley” a more colorful and attractive space for residents to walk through and sit in. Artwork that is selected will be photographically enlarged onto durable materials that will be displayed in the alleyway. Your entry should:

1. Use some thick bold lines and or bright colors that read well from a distance.
2. Utilize a color scheme popular in the mid-20<sup>th</sup> century by using two or more of the following colors as your primary palate: yellow, harvest gold, avocado green, turquoise, and brown. Smaller of amounts “baby pink” or a brick red, similar to that found in the alley, may also be used. See [www.newtoniowamainstreet.com](http://www.newtoniowamainstreet.com) or the chart in the Main Street office window for color suggestions.
3. Use bright colors or some bold lines in addition to detail lines in a Spirograph style. Work should have a great deal of contrast. Paint or art markers should be used
4. Consist of a circular, rectangular, or an irregular shape, or a combination of shapes, and it should be on a drawing paper whose dimensions are no smaller than 12 inches or larger than 24 inches.
5. Be delivered to the Newton Main Street office at: **122 1<sup>st</sup> St. N., by May 20<sup>th</sup>.**
6. Be unsigned. Your work will be identified as yours through addition of your name after it is enlarged.



**JUDGING** will be anonymous. Entries in the Main Street “Mid Mod Alley” Spirograph Competition will be judged by a panel of community members and artists.

**ELIGIBILITY:** Artists of all ages are eligible to submit one or more of their original drawings/paintings for consideration. Up to six will be chosen to be displayed in the alley.

**PRIZES:** Artists whose work is selected will receive a \$50 prize for the use of their original images. Entries **MUST** be submitted by May 20<sup>th</sup> to be eligible for a prize.

More about the “Mid-Century Modern” aesthetic, and our choice of artwork design:

Newton’s downtown Main Street historic district is considered a mid.- 20<sup>th</sup> century modern aesthetic district---the first such designation in Iowa---made up predominately of this type of design style. The Mid-Century Modern {or “Mid Mod”} architectural “style” featured simplified lines with little ornamentation as well as flat planes, large windows, and often a use of modern materials.

Children and adults have used devices similar to a Spirograph to create a variety of designs throughout the middle part of the 20<sup>th</sup> century. However, it wasn’t until the early 1960s that British engineer Denys Fisher developed his Spirograph with its smaller gear inside or outside a larger gear. The first device to bear the “Spirograph” name was introduced in America in 1966. It has subsequently been reintroduced to young Americans by other toy companies.

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Please complete the form below and attach it to the back of your submitted artwork.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone number \_\_\_\_\_ Email address \_\_\_\_\_

Your name (as you sign your artwork) \_\_\_\_\_