

SNOWMAN STROLL ARTIST INFORMATION

Downtown Rochester is accepting applications from artists for the Snowman Stroll, a public art event that will bring 5' fiberglass snowmen to Main Street! The Snowman Stroll is open to all artists, whether professional or amateurs. Artists of all ages are encouraged to submit designs.

Artists whose designs are selected by a sponsor will be paid a \$1,000 honorarium.

THE DETAILS

Specifications

- The Snowman is in a standing pose, 62" in height and 30" in diameter (bottom snowball)
- The material is fiberglass
- The surface is finished so it can be primed and painted
- The snowmen will be placed along Main Street, from Second Street to University

Artist Design Guidelines

- Holiday designs are encouraged, but not required
- Artists can submit up to (2) designs for consideration on the provided snowman sketch
- Artists may paint and adorn the snowman, but the structural integrity of the snowman cannot be compromised.
- All snowmen will be placed outdoors, so a weather resistant sealant is required
- Any items added to the snowmen must be firmly secured. Carrot noses are discouraged.
- Artists must be available for any touch ups or repairs for the duration of the display as well as final repairs at the conclusion of the event. Final repairs must be made by January 31, 2025.
- Artwork CANNOT include political statements, profanity, nudity, logos, QR codes, libel, slander or social disrespect.
- Artists must be able to pick up and transport their snowman to and from Downtown Rochester
- Once an artist submits a design, it becomes the property of the Rochester DDA for use in event marketing, social media and merchandise. If the design is not selected by the committee or a sponsor, the rights to the design will revert to the artist.

TIMELINE

Artist Applications Deadline:	August 30
Sponsor Review of Available Designs	September
Artist Notification of Selection	Late September
Deadline for Return of Completed Snowman	November 18
Snowman Stroll Event	December 1 - 31

Please submit your designs to the online portal by August 30.
Questions? Call 248/656-0060.