

C H A R L O T T E



IDEAS + MUSIC + FOOD + ART

Invitation to
Creative
Participation

For more information
visit CharlotteSHOUT.com



APRIL 4-20, 2024
UPTOWN CHARLOTTE



TABLE OF CONTENTS

INTRODUCTION	3
Our Mission	3
MyCLT	4
Eligibility	4
ART	5
Poster Competition	6
Festival Theme	7
!cons	8
Easter Eggs on Parade	9
Queens' Greens Mini Golf	11
APPLICATION	13
Application Details	14
Selection Process	15
Timeline	15
FAQS	16

INTRODUCTION

Charlotte SHOUT! is an aspirational multi-week festival designed to showcase our community by celebrating Charlotte's creativity and innovation through art, music, food, and ideas. Located primarily in Uptown Charlotte, **SHOUT!** will feature exceptionally curated programming from around the corner and around the world.

Join us once again as we transform the streets, parks, and venues into a vibrant tapestry of creativity. Here's what awaits you:

Bigger Canvas: More artists, more installations, and more surprises. We're expanding our horizons, quite literally!

Community Collaborations: Let's co-create! Workshops, interactive exhibits, and collaborative murals — your brushstroke matters.

Cultural Fusion: From local legends to global sensations, our lineup celebrates diversity, unity, and the universal language of art.

Late-Night Revelry: The after-hours scene? Electric. Expect moonlit performances, secret pop-ups, and dance floors that defy curfew.

Your Story: Because every attendee is a storyteller. Share your **Charlotte SHOUT!** moments using #Shout2025.



Our Mission

Charlotte SHOUT! curates a sensory feast that weaves together the inspiring talents of internationally acclaimed and locally-grown artists, musicians, chefs, and thought leaders. We present a creative, inclusive, and innovative arts experience through a series of coordinated festival events designed to bring people together.

Our Vision

Make Charlotte a premier destination for culturally diverse arts, ideas, and experiences.

My CLT

We have dedicated a portion of the festival to highlight and promote, local talent in our region. We call this platform **My CLT**. Each My CLT artist will be identified at the festival as well as through our media channels.

To be eligible as a My CLT participant, applicants must be living within a 50-mile radius of or working in Charlotte, NC.



Eligibility

Charlotte SHOUT! is a family friendly event, experienced by people of all ages and backgrounds. We invite artists, designers, creatives, architects, engineers, businesses, and educational institutions to present ideas, designs, energy, and passions to be a part of the festival. All individuals are encouraged to apply, regardless of age, ethnicity, citizenship, physical ability, occupation, race, gender, background, or any other personal characteristics. We want to see your artwork and big ideas! We encourage you to think outside the box and be unique.



ART

Charlotte SHOUT! seeks transformative art installations from imaginative and inspired story tellers to support the backbone of the event. Proposed works will be temporary installations that should explore an engaging idea or thematic concept. Successful proposals will demonstrate a unique experience of new technology, sustainability, accessibility, and innovative thinking and incorporate the 2025 theme, CONSERVATION.

Art Applications include:

- Poster Competition
- Icons
- Easter Eggs on Parade
- Queen's Greens Mini Golf



Poster Competition

Design your own **Charlotte SHOUT!** poster and enter to be selected as the “face” of **Charlotte SHOUT!** 2025! We’re looking for a design that’s creative, vibrant, inspiring, and that encompasses all that **SHOUT!** has to offer.

The contest is open to anyone — regardless of experience. We hope to receive entries from students, seniors, professional artists, and novices. Completed entry forms must be attached to the back of each poster. Entry forms are located under **Poster Guidelines**. **All entries must include (in this order): name, address, email, phone number, artwork title, description (150 words), photo of artist, and how this work represents the SHOUT! Festival (150 words).**

Awards

The winning image will be displayed on the cover of the **Charlotte SHOUT!** program, festival posters, and other promotional collateral.

The selected poster artist will receive:

- Recognition as the official 2025 **Charlotte SHOUT!** poster artist.
- 100 posters
- A \$1,000 cash award

Charlotte SHOUT! will retain possession and all legal rights to the artwork selected, including all reproduction and photographic rights, with credit for the artwork being given to the artist in all accompanying material.

POSTER GUIDELINES

- The artwork theme is the **Charlotte SHOUT!** Festival.
- Only original artwork submitted by the artist or the artist’s representative will be accepted.
- Posters must be submitted in-person to **Charlotte Center City Partners**, 200 S. Tryon St., Suite 1600, Charlotte NC, 28202, between 9 a.m. and 5 p.m. by **February 3, 2025**.
- Artists are limited to two entries per artist.
- Artwork must not have been previously exhibited in any City of Charlotte program in the last three years.
- Two-dimensional artwork only.
- Size must not exceed 36” x 24.”
- **Do not include the Charlotte SHOUT! logo on the image.**
- Completed **ENTRY FORMS** (*linked here*) must be attached to the back of each poster.

Poster Timeline

January 6, 2025	Poster Drop Off Starts
February 3, 2025, 5PM EST	Poster Competition Closes
End of February 2025	Poster Competition Applicants Notified
March 3–7, 2025	Poster Pick-up (between 9 a.m. and 4 p.m.)
April 4–20, 2025	Charlotte SHOUT! 2025

No applications will be accepted via email. Once submitted, applicants will not be allowed to edit their posters. **If you have any questions about the application process, please contact INFO@CLTSHOUT.COM.**

Note: The poster competition theme is **SHOUT!** and we recommend reviewing the introduction page for festival information. The conservation theme **does not apply** to the poster competition.

ART

Theme

Charlotte SHOUT! is constantly growing and evolving. This year at **Charlotte SHOUT!** we have decided to introduce an overarching theme throughout all aspects of the festival.

The 2025 Charlotte SHOUT! theme is CONSERVATION.

We ask that your application(s) incorporate this theme and invite you to be as creative as possible in your proposal. As you are creating your application keep in mind the following questions:

- What does conservation mean to you?
- Why is conservation important?
- What role do communities play in conservation?
- What is the role of technology in conservation?
- How can individuals contribute to conservation efforts?
- What are you conserving?

This theme will be applied to the following applications: Icons, Easter Eggs on Parade, and Queen's Greens Mini Golf.

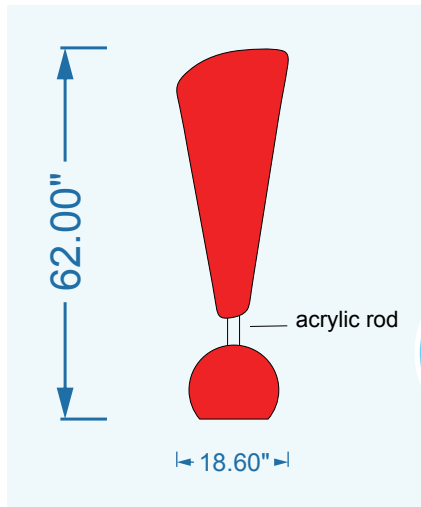


!cons

Charlotte SHOUT! is all about shouting Charlotte's talent. What better way to **SHOUT!** than with our own !con. Giant exclamation points will be located at various venues during the festival. We are looking for 10–12 artists to have their work featured as a **SHOUT!** !con and displayed throughout the festival. Selected artists will receive \$1,000 and be featured on an !con.

!con Details

!cons will be 62 inches tall, 12 inches deep, and made from hard coated Styrofoam. **Applications should only feature 2D designs.** We are looking for bright, creative ideas that will stand out at the festival.



\$10
Application
Fee

BUDGET

\$1,000 budget

The budget includes artist fee, all labor costs to build the artwork (from concept to installation on-site), all materials, installation, de-installation, engineering services, testing needed for your artwork, shipping costs, all travel, and accommodations. **Charlotte SHOUT!** organizers will provide security and basic maintenance.

Please note: **Charlotte SHOUT!** owns and keeps the !cons. Artists may remove added pieces to their !con after the festival is over.

TO APPLY, YOU WILL NEED TO PROVIDE THE FOLLOWING:

- Contact information, artist biography, and social media handles
- A brief written description of your proposal/idea
- A copy of your individual or company credentials and design/work portfolios
- Reference
- A fully itemized project budget (inclusive of artist fee, construction, installation, etc.)
- One or more photo-realistic renders or sketches of your idea if applicable.
- Include the **Charlotte SHOUT!** 2025 theme, CONSERVATION in your artwork. We recommend reviewing the CONSERVATION theme information on page 7.

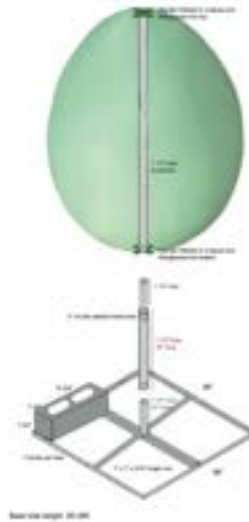
!con Timeline

September 25, 2024	Application Opens
October 30, 2024	Application Closes
End of November 2024	Artists Notified of !con Selections
Early February 2025	!con Pick-up
April 1–3, 2025	!con Install
April 4–20, 2025	Charlotte SHOUT! 2025
April 21, 2025	!con removal to SHOUT! storage

Apply
here

Easter Eggs on Parade

Easter Eggs on Parade has become a **SHOUT!** staple and showcases local artists' talent inspired by famous, bejeweled eggs. GIANT eggs will be placed Uptown for the festival, and we are looking for local artists to decorate an egg. We want to see your artistic take on a GIANT, bejeweled egg, under the **SHOUT! 2025** theme of conservation (more information on page 7). We are looking for mostly 3D designs but are open to 2D ideas as well. Selected artists will receive \$2,000 to carry out their idea.



Egg Details

Each egg is made of fiberglass, stands 48" tall, 36" in diameter, and sits on a solid base. The base is 36" by 36". **Charlotte SHOUT!** will provide a small black base and signage for each egg. Please note the egg measurements (left) and a photo of a completed and installed egg to the far left.

BUDGET

\$2,000 budget

The budget includes artist fee, all labor costs to build the artwork (from concept to installation on site), all materials, installation, de-installation, engineering services, testing needed for your artwork, shipping costs, all travel, and accommodations. **Charlotte SHOUT!** organizers will provide security and basic maintenance.

Please note: **Charlotte SHOUT!** owns and keeps the fiberglass eggs and bases. Artists may remove added pieces to their egg after the festival is over.

\$10
Application
Fee

TO APPLY, YOU WILL NEED TO PROVIDE THE FOLLOWING:

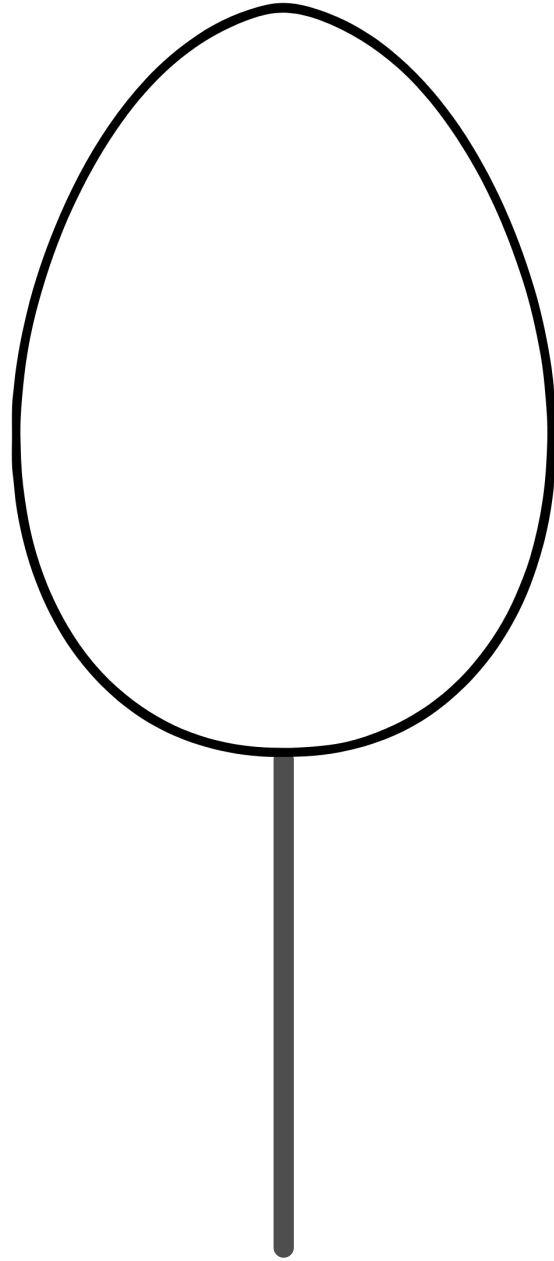
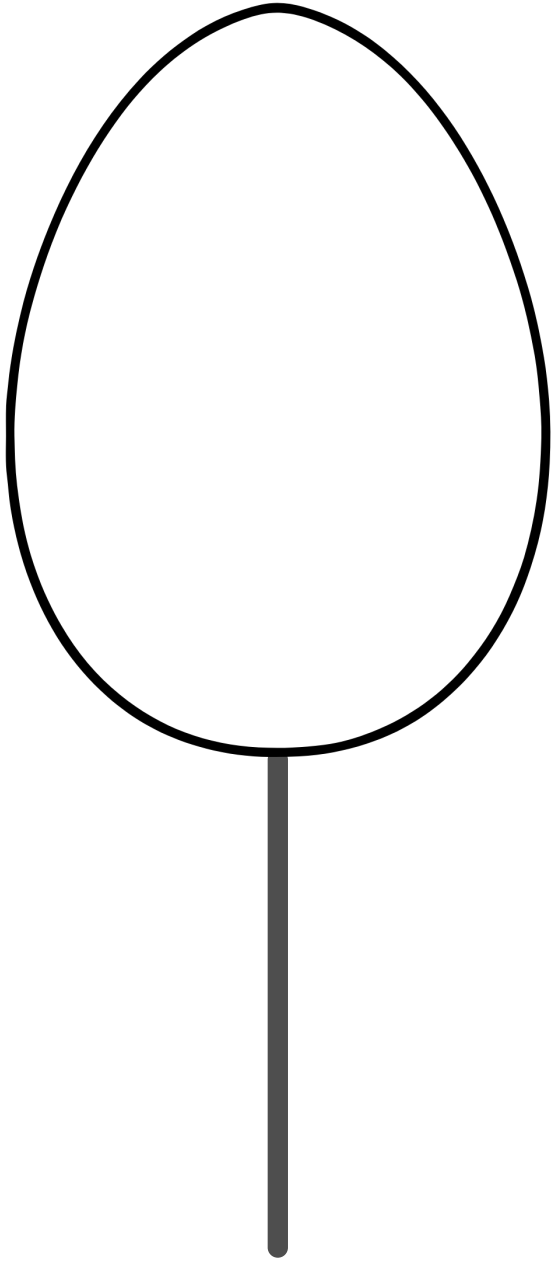
- Contact information, artist biography, and social media handles
- A brief written description of your proposal/idea
- A copy of your individual or company credentials and design/work portfolios
- Reference
- A fully itemized project budget (inclusive of artist fee, construction, installation, etc.)
- Include the 2025 theme, CONSERVATION in your artwork. We recommend reviewing the theme information on page 7.
- One or more photo-realistic renders or sketches of your idea; you may use the template on page 10 as a guide.

Apply
here

Easter Eggs on Parade Timeline

September 25, 2024	Application Opens
October 30, 2024	Application Closes
End of November 2024	Artists Notified of Egg Selections
Early February 2025	Egg Pick-up
April 1–3, 2025	Egg Install
April 4–20, 2025	Charlotte SHOUT! 2025
April 21, 2025	Egg removal to SHOUT! storage

Easter Eggs on Parade Template



Queen's Greens Mini Golf

The Queen's Greens Putt Putt Course has been a huge attraction at the past **Charlotte SHOUT!** festivals. This year, we are looking for artists to design and build each of the holes on the 9-hole mini golf course.

Guidelines and Specifications

- The hole is expected to withstand direct exposure to the elements as well as an enthusiastic, club-wielding public of all ages.
- Any materials, structures, or components deemed hazardous or too fragile will be rejected. Please keep budget and feasibility in mind.
- All artist-designed elements must be fabricated from waterproof materials.
- Due to space limitations, the hole cannot exceed 256 sq. ft. total (16' x 16' plot).
- Each hole must include a level area, no smaller than 3'x3' where players can stand to "tee-off."
- The playing surface must encourage easy rolling, such as AstroTurf or outdoor carpeting.
- The surface of the playing green must be fabricated from marine-grade plywood or other water-resistant substrates and be able to support 400 lbs.
- Individual holes must be able to withstand theft, extreme weather and heavy use.
- All perimeter edges of the green should have a 6" high border to prevent the ball from rolling off of the playing surface.
- Drainage of rainwater should also be addressed; adding a drain every square foot of horizontal surface is recommended. A drain can be as simple as a small hole placed under the turf, but not covered by glue.
- The greens must be playable with traditional putters and golf balls and should be par 4 or under.
- Electrical power can be provided to holes upon request.
- Please attempt to address accessibility issues for the blind, mobility-impaired, and hearing-impaired.



Selection Process

Proposals will be selected by a team from **Charlotte SHOUT!** and A Couple of Putts based upon the following criteria:

- **Concept:** This includes originality of the design, playfulness and relationship to the **CONSERVATION** theme.
- **Feasibility:** Each proposal will be evaluated on the feasibility of its design for real-world construction and use. Any proposals that are out of scope in scale or budget or present unrealistic expectations by way of execution, playability or installation may not be considered. The selection panel may contact artists to clarify any feasibility questions during the jury process.
- **Playability:** Each proposal will be evaluated for appropriate balance between challenge and fun for players.
- **Safety:** Each hole must be safe for play by all ages and not present any hazards that could harm public participants at every level of ability.
- **Durability:** Each hole must be built to handle a large volume of traffic and weather without constant upkeep and maintenance.

Queen's Greens Mini Golf

BUDGET

\$10,000 budget

Selected entries will receive a \$10,000 stipend as compensation. The budget includes artist fee, all labor costs to build the artwork (from concept to installation on site), all materials, installation, de-installation, engineering services, testing needed for your artwork, shipping costs, all travel, and accommodations.

Charlotte SHOUT! organizers will provide power, security, and basic maintenance.

The stipend will be paid in two installments, 50% upon selection, and 50% onsite once installed at the festival.

Please note: **Charlotte SHOUT!** owns and keeps the mini golf holes after the festival is over.

TO APPLY, YOU WILL NEED TO PROVIDE THE FOLLOWING:

\$25 Application Fee

- Contact information, artist biography, and social media handles
- Name of your hole and a written description of your concept
- A copy of your individual or company credentials and design/work portfolios
- An itemized project budget (inclusive of artist fee, construction, installation, etc.)
- An explanation on how your proposal includes an underlying theme of **CONSERVATION**
- Up to 5 photo-realistic renders or sketches of your idea

For this project, mini golf experts Tom Loftus and Robin Schwartzman will be joining **Charlotte SHOUT!** to help curate, oversee and support the Queens Greens mini golf. They have been working internationally on their mini golf design, consulting and review endeavor **A COUPLE OF PUTTS** since 2012. The duo have built and designed over 100 mini golf holes across the planet for more than 10 years for major arts institutions and private clients. They both made a big splash on Season 1 of ABC's primetime competitive mini golf show, Holey Moley as well. To date, they've played over 500 miniature golf courses around the globe.

Selected artists will be asked to meet with A Couple of Putts and/or the **Charlotte SHOUT!** team for a progress check-in, in February 2024. Artists will be required to have made some progress in the physical build of the mini golf hole and to explain how they will complete the project in advance of installation.

A Couple of Putts will make themselves available to each artist for one additional one-on-one studio/shop visit (remote) as well as via email for questions between meetings.

Information Session:

An information session will be held for those interested in learning more about the project and constructing a proposal. This information session is highly recommended for anyone considering submitting a proposal, and it will take place virtually on **Tuesday, October 1, 2024 at 7 p.m. EST. [CLICK HERE TO JOIN.](#)**

Queen's Greens Mini Golf Timeline

September 25, 2024	Queen's Greens Application Opens
October 1, 2024, 7 PM EST	Mini Golf Virtual Info Session
October 30, 2024	Queen's Greens Application Closes
End of November 2024	Artists notified of Selections and sent agreements
January & February 2025	Various artist check-in meetings
April 1-3, 2025	Mini Golf Install
April 4-20, 2025	Charlotte SHOUT! 2025
April 21, 2025	Installation removal

Apply here



APPLICATION





Application Details

Charlotte SHOUT! is looking for big ideas and invites you to be as creative as possible in your proposal.

Applications must be submitted through the online portal, SlideRoom, by October 30, 2024. No applications will be accepted via email or physical copy, except the poster competition. See page 15 for the list of application fees. Once submitted, applicants will not be allowed to edit their proposals. Charlotte Center City Partners takes no responsibility for access or connection issues. If you are having trouble accessing the application form or have any questions about the process, please contact INFO@CLTSHOUT.COM

Applications must be received through the online portal, SlideRoom, by October 30, 2024.

Benefits

Participating in **Charlotte SHOUT!** provides several benefits, including:

- Showcasing your talents to a large-scale audience and increasing your brand awareness
- Marketing support for your installation through integration with the wider **Charlotte SHOUT!** program and marketing campaign. This includes a listing on the **Charlotte SHOUT!** website and inclusion in the **Charlotte SHOUT!** digital marketing program.
- Networking events with other program participants.
- Further support, such as investment in the event, venue or talent may be possible subject to negotiations and conditions.

Sponsor Activations

This Invitation process is not applicable for industry or corporate hospitality events, brand activations, or product launches. Please get in touch with the **Charlotte SHOUT!** team if you would like to discuss opportunities to align your brand with the festival and become a sponsor. INFO@CLTSHOUT.COM



Selection Process

This Invitation to Creative Participation is being undertaken to enable **Charlotte SHOUT!** organizers to identify the most qualified artist(s) for this opportunity. A selection committee, including Charlotte Center City Partners and community stakeholders, will review eligible proposals, determine a shortlist of finalists, and select applications for the 2025 **Charlotte SHOUT!** festival.

Application Timeline

September 16, 2024	Applications Opens
October 30, 2024	Applications Close
January 6, 2025	Poster Application Opens
February 3, 2025	Poster Application Closes
December 2–6, 2024	Artists Notified of Selections
March 31–April 3, 2025	Installations of Selected Artworks
April 4–20, 2025	Charlotte SHOUT! 2025
April 21, 2025	Installation Removal



Apply for
**Easter Eggs
on Parade**



Apply for
**Queen's
Green
Mini Golf**



Apply for
!cons



FAQs



FAQs

When is SHOUT!?

Charlotte SHOUT! Will take place in Uptown, Charlotte April 4–20, 2025.

When is the deadline to submit your applications?

All proposals must be completed and submitted through the online portal, SlideRoom, by **October 30, 2024**.

For the poster competition, all posters must be completed and dropped off in-person to 200 S Tryon St., Suite 1600, Charlotte, NC 28202, by **October 30, 2024 by 5 p.m. EST**.

The quick link is not working for my computer. How do I access the applications?

Copy and paste the links below in your browser.

- Apply for Easter Eggs on Parade: [HTTPS://CHARLOTTECENTERCITY.SLIDEROOM.COM/#/PERMALINK/PROGRAM/80950](https://charlottecentercity.slideroom.com/#/PERMALINK/PROGRAM/80950)
- Apply for Icons: [HTTPS://CHARLOTTECENTERCITY.SLIDEROOM.COM/#/PERMALINK/PROGRAM/80948](https://charlottecentercity.slideroom.com/#/PERMALINK/PROGRAM/80948)
- Apply for Queen's Greens Mini Golf: [HTTPS://CHARLOTTECENTERCITY.SLIDEROOM.COM/#/PERMALINK/PROGRAM/81121](https://charlottecentercity.slideroom.com/#/PERMALINK/PROGRAM/81121)

Can multiple artists work on one proposal?

Yes, artists can apply together, but the funds will stay the same as if it was one project.

Can you submit proposals for multiple categories?

Yes, applicants may apply to participate in multiple categories. However, do not submit the same application to multiple categories.

How much does it cost to submit a proposal?

Application Fees

Poster Competition	\$0
Icons	\$10
Easter Eggs on Parade	\$10
Queen's Greens Mini Golf	\$25

If you have any additional questions or concerns, please email INFO@CLTSHOUT.COM

