

Love Letter to Santa Barbara

Art Contest

Presented by Paseo Nuevo in partnership with Museum of Contemporary Art Santa Barbara

Join us in celebrating Santa Barbara and the completion of Paseo Nuevo's newest public art piece, *Love Letters* by local artist, Cassandra C. Jones. *Love Letters* is a tile mural curated specifically for Paseo Nuevo in partnership with the Museum of Contemporary Art Santa Barbara.

The mural is based on the history and contemporary times of our city and its surrounding areas. There are 36 unique compositions in the mix of 230 printed tiles, which span two facing walls. Each collage is a kaleidoscope of objects, Spanish guitars, surfboards, beachballs, hula hoops, latex balloons, confetti eggs, and the fans held by flamenco dancers. Relationships with these simple items are rich and complex. The objects themselves embody ritual and desire, and denote a sense of place – personally, regionally, and culturally.

In each tile, Jones explores and embraces the nuance and poetics of such imagery. Like stringing words together to compose a love letter, she weaves and layers these potent objects in such a way to express affection for this place that she calls home.

The result is a narrative that invites the viewer to explore the piece on both macro and micro levels. One can experience it as a whole at a distance, or up close, focusing on single tiles. No matter where someone stands, *Love Letters* is intended to be an uplifting space that offers something new to discover from every vantage point.

To celebrate the completion of this beautiful piece, Paseo Nuevo is encouraging the community to write, draw, color, paint or sketch your *Love Letter to Santa Barbara*. Share your Love Letter with the community by submitting it to be on display at Paseo Nuevo. The community will have the opportunity to see or read your entry and vote on their favorite.

All qualified entries will be displayed at Paseo Nuevo for the community to vote for their favorite. Top categories are eligible to win a prize valued up to \$100. Winning entries will also be displayed at a future *Love Letters* Mural reveal event.

To enter, please follow these guidelines:

1. Follow our scavenger hunt on social media @ShopPaseoNuevo to find the *Love Letters* mural, let the mural inspire your *Love Letter to Santa Barbara*
2. Draw, color, paint, sketch or write your *Love Letter to Santa Barbara*.
3. Entries will be accepted on both the official *Love Letter to Santa Barbara* template available here to download or any sheet of paper no larger than 11"x17"
4. Entries will be accepted from **July 8 to July 31th, 2020.**
5. Eligible entries will be on display starting **August 1, 2020.** Follow us @ShopPaseoNuevo for locations and voting instructions. Eligible entries will be displayed for voting from **August 1, 2020 to August 23, 2020.** Winners announced **September 1st, 2020.**
6. Open to All Ages.
7. Fill out this entry form and attach it to your submission.
8. Submit your entry form and artwork at the following location.

Drop off Entry at:

Paseo Nuevo Management Office
651 Paseo Nuevo, second level
Santa Barbara CA 93101

Call or text if you need help finding us: 805-900-7385

Love Letters to Santa Barbara
Art Contest Entry Form

Artist's Full Name: _____

Email: _____

City/State/Zip: _____

Parent's Name (if a minor): _____

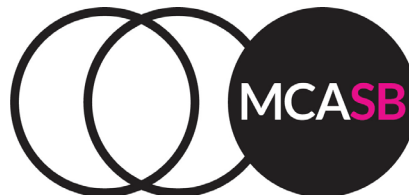
Daytime Phone #: _____

Social Media handles: _____

I agree to the above guidelines and below rules.

Please follow these Rules to qualify:

1. Submission must be accompanied by this Entry Form
2. Submission must be received by the deadline
3. Artist (and parent if a minor) agree to allow Paseo Nuevo to display your submission for the public to see or use the image in an online art gallery or digital promotions (i.e. Social Media)
4. One submission per person
5. Submission must be an original creation by the artist
6. Artist's name may be used in acknowledging winning entries
7. Profanity, offensive, unlawful, violent, vulgar or explicit material is prohibited



Deadline for entries: Friday, July 31, 2020 by 5:30 pm

For more information, please contact: Danielle Methmann at DMethmann@PaseoNuevoShopping.com