



WISCONSIN  
Visual Artists

## Prospectus/Call for Art



### Ronald McDonald House Charities – Eastern Wisconsin

*The Ronald McDonald House is on Watertown Plank Road in Wauwatosa across from Children's Hospital. Our mission is to keep families together and promote the health and well-being of children, many of whom are being treated at Children's. At any given time, we are able to house up to 84 families, thanks to a recently completed expansion.*

*At the beginning of 2023, a fourth wing of the House was opened, dedicated to families staying long-term (60 days or more). This new expansion features 14 beautiful guest suites, a conference room, various administrative offices, family gathering spaces, and our new main entrance for families, donors, and volunteers to check-in.*

The Southeast Chapter of Wisconsin Visual Artists has agreed to provide artwork for an area in the Ronald McDonald House. This will be an ongoing project of the SE Chapter. We will provide 25 pieces of art to be rotated every three months. Members of the Southeast Chapter may submit up to three (3) pieces for each rotation.

#### **ELIGIBILITY**

Members of the Southeast Chapter of WVA with membership valid through December 1, 2023.

#### **ARTWORK GUIDELINES**

- Artists may submit up to three (3) images to be included in the show.
- Must be original work, no reproductions of artwork will be accepted.
- All work must be 2D
- All work must be wired for hanging, *no sawtooth hangers will be accepted.*
- Labels with Artist Name, Artwork Title, and Artist Mailing Address must be attached to the back of the artwork.
- Artwork must be at least 12" on the short side and must be no longer than 36" on the long side. The depth of the piece including the frame must be less than 1"
- Artwork must weigh less than 25 lbs.
- All artwork must be approved by Ronald McDonald House staff prior to hanging.

#### **Additional Guidelines from RMHC**

1. The Ronald McDonald House is nondenominational and does not have any political affiliation, therefore, none of our artwork reflects any specific religion or political views.
2. **We are an inclusive organization and serve families from all over the country and world. We would love to acquire pieces that represent the diverse backgrounds and cultures we see in our House every day.**
3. Most of the current artwork found throughout the rest of the House consists of vibrant colors and there are consistent themes of nature and/or landscapes, family, healing, strength, or abstract in style.
4. There is an existing mix of paintings, prints, and some mixed media pieces in the rest of the House, all are framed or encased in thinner shadow boxes (less than 1" in depth).

## **SUBMITTING YOUR ARTWORK**

Applications will be accepted through FORMSTACK. The link will be provided by July 1, 2023

There are no entry fees for this project.

## **APPLICATION IMAGE**

Size – minimum 1800 pixels on longest side, minimum file size is 1MB, maximum file size is 5MB

Images should not include the mat or frame unless they are integral to or a part of the artwork. Blurry images and images with poor lighting or reflections will not be accepted.

## **FILE NAMING:**

- Image files **MUST** use the following naming convention: **LastnameFirstInitial\_Title**  
For example, John Smith's artwork titled "My Painting" will be named SmithJ\_MyPainting.jpg, Do not include quotation marks.
- Do not use spaces or special characters other than an underscore between your name and title. If the artwork title or artist's name has special characters, leave them out. Upper/lower case does not matter.
- Acceptable file formats are jpg, jpeg, tiff, or png.

## **DELIVERY**

Pieces are to be delivered to Ronald McDonald House, 8948 Watertown Plank Road, Milwaukee, WI 53226 on September 9 at 9:00 AM. We will be hanging the show at this time.

## **COMMITMENT TO EXHIBIT**

**By entering into the *Ronald McDonald House Charities* show, artists commit to exhibiting their work for the duration of the exhibit. Any alteration of the artwork causing substantial deviance from the entered image may disqualify the artwork from the exhibit at the sole discretion of the WVA Exhibition Team.**

## **IMAGE USE**

By entering work in this exhibition, the artist gives WVA and Ronald McDonald House Charities the right to use images for digital and print promotional purposes.

## **COMMUNICATION**

All application questions should be addressed to: SE Chapter Chairperson, Steven Bauer  
<mailto:sechapter@wisconsinvisualartists.org>.

## **LIABILITY**

Wisconsin Visual Artists is not liable for damage to artwork in transit or during the exhibit. The venue is not liable for damage to artwork in transit, but appropriate insurance is provided during the exhibit.

*Wisconsin Visual Artists is a nonprofit 501(c)(3) membership-based organization of visual artists working in all media and styles. All visual artists living in Wisconsin may become WVA members. Full history, information, and benefits are listed [online](#).*