



YOUTH CHALLENGE 2012

Greetings!

Larimer Arts Association and Denver Chalk Art Festival with the support of Rocky Mountain College of Art + Design are proud to offer Youth Challenge 2012. Denver Chalk Art Festival is a street painting festival where over 200 artists come to Larimer Square to turn raw pavement into a spectacular museum of chalk art. Six of the artists are invited Madonnari who paint larger than life masterpieces. This year's event will take place on June 2nd & 3rd.

What is the *RMCAD Youth Challenge*? In efforts to support art education, Larimer Arts Association and RMCAD are reaching out to schools / Youth Groups in the Denver Metro area to give students another perspective on art. Our artist committee which is comprised of talented local artists will be reaching out to classrooms in order to facilitate workshops in chalk art.

How can you participate? Contact Michael Rieger 720-331-6402 (at Mike@larimerarts.org). We will then coordinate the workshop. If you have interest in competing in the RMCAD Youth Challenge at The Denver Chalk Art Festival, fill out the form on the last page of this packet or online at LarimerArts.org. All supplies are provided by LAA.

Why should you participate? Bringing working artists together with students for a great creative experience. Winners of the RMCAD Youth Challenge will receive art supplies from Master's International for their school and participating students will also win prizes.

For more information on Larimer Arts Association, The Denver Chalk Art Festival and the RMCAD Youth Challenge please visit LarimerArts.org. Please don't hesitate to contact us with any questions, interests, or suggestions.

See you soon, and in June!

Youth Challenge

Call for Artists

Schedule your Visiting Artist Day!

In 2012, Denver Chalk Art Festival on Larimer Square and the Rocky Mountain College of Art + Design will once again give area schools and youth groups the chance to compete for cash prizes that will go to their respective school's or Youth Group's visual arts departments. This is truly a unique way to both show school spirit as well as fund school arts programs.

The Event

Denver Chalk Art Festival is an award-winning chalk festival that transforms the expanse of asphalt along Larimer Square into a bright and colorful street museum. Over the course of two days, 200 professional, amateur, and student artists captivate audiences as they take to the pavement armed with vivid pastel chalks and spend hours on their hands and knees recreating major masterpieces. 200,000 festival attendees enjoy food and entertainment as they watch beautiful chalk pieces come to life.

The Tradition

The event follows street painting traditions that originated in 16th century Renaissance Italy when artists began transforming asphalt into canvas using chalk. The artists were called "madonnari," after their customary practice of recreating chalk paintings of the Madonna. Historically, madonnari were known for their life of travel and freedom, making their living from coins received from passers-by. With World War II came many hardships, greatly reducing the number of these artists. The art form was not officially brought back to life until 1972 when the small town of Grazie di Curtatone in Italy started the first International Street Painting Competition. Today, artists worldwide are taking to the streets, bringing with them new ideas, techniques, and excitement for this ancient form of expression. Handmade French pastels have replaced the simple chalks previously used and the paintings have become complicated images of traditional master-style works, modern pieces, and surreal chalk creations.

The Challenge

The RMCAD Youth Challenge will have 20 spots available for teams from local schools and youth groups to create their own works of art in the time-honored tradition of Italian street painting - with chalk as the medium and the pavement at the canvas.

Groups of up to eight students will be formed into teams, each representing their own school / group, and given chalk pastels to create their work of art. Along with the chalk, Denver Chalk Art Festival will also supply each team with pieces of carpeting to lay on the pavement, water throughout the weekend, complimentary breakfast and lunch on both Saturday and Sunday, and festival t-shirts. Additional students may form a second team, once 8 students have already formed the first team.



Visiting Artist Days!

Again this year we would like to extend an invitation to you to have a chalk artist from Denver Chalk and faculty from the Rocky Mountain College of Art and Design visit your school / group and conduct a hands on workshop about street chalk art with your students. It's free!

The Art

Students or schools choose their own project. Students may re-create an existing masterpiece by a famous artist, re-create an original image, create a new piece that has never been seen before, or portray an image representative of their school, neighborhood, city, class, etc. It is recommended that each group work from a smaller scale of the image and map out the image on the pavement prior to beginning the coloring process. The Denver Chalk Art Festival can provide street painting tips and procedures to each school, and our professional madonnari will host a workshop on the Friday evening prior to the event.

The Artists

In 2011, the event featured a record number of youth artists who created "paintings" throughout Larimer Square. Many of the artists had never worked in pastels before, with nearly all of the artists working on pavement for the first time ever. Even so, the pieces that were created were magnificent and we hope nearly all of the applicable artists from 2011 will return in 2012. Check www.larimerarts.org for photos!

The Prizes

The 1st place selection will win \$300 in art supplies for their school, the 2nd place school will win \$200 in art supplies, and the 3rd place creation will win \$100 in art supplies for their school. Additional prizes will be finalized in June, 2012.

The Details

If you, your youth group, your art class, your teacher, or your school is interested in applying for one of this year's spots, complete the attached form and send to the following:

Larimer Arts Association
Attn: Kacey Burke
1430 Larimer St., Suite 200
Denver, CO 80202

If you have questions about art or technique and to schedule your Visiting Artist Day
Michael Rieger: Mike@Larimerarts.org Direct number: 720-331-6402



Youth Challenge 2012 Participation Form

Please complete the following to be considered for this year's RMCAD Youth Challenge:

School / Youth Group Name

Address

City

Zip

Contact Name (teacher/principal/Group leader: must be an adult employed by the school / Youth Group)

Contact Daytime Phone Number

Contact E-mail

Number of Students (maximum of 8 per team, 2 teams will only be created if 9 or more students are participating)

Number of T-Shirts: S _____ M _____ L _____ XL _____

County _____

Division: _____ High School or _____ Youth Group

Other:

• Entries Due by May 1, 2012:

- Please attach a sketch of the proposed artwork that the students will create.
- Make of copy of this sketch as we cannot guarantee its return.
- Note that each school/student group will be responsible for adult supervision and transportation to and from the event on both days
- Award ceremony will take place on the Sunday of the event at 5:30pm
- At least one representative from the school should be present at the award ceremony - all are welcome.
- Send completed form, along with a sketch of your proposed artwork,

Larimer Arts Association. c/o Kacey Burke

1430 Larimer Square, Suite 200 Denver, CO 80202