



The Henderson Art Project (H.A.P.) is a collaborative effort between business and the arts where all stakeholders prosper. The founding idea is our community benefits when the arts are supported and artists are able to pursue their passions.

2011 is the second year for the H.A.P. annual event. The sponsors of this event recognize the value of art in public spaces and have committed to involve the general public in selecting the art they live with.

Who: The Henderson Art Project specifically focuses on the Arts in Dallas. Eligible applicants are limited to Texas artists.

- All applicants must be able to produce and install work that is appropriate for public display.
- Selected work will be on display for two years on Henderson Avenue.
- Artists are responsible for appropriate installation.
- All work is placed in public spaces and must be able to safely endure the social environment.

URBAN ART

What: The ultimate juried show with \$12,000 award money!

- 13 artists will be selected by a panel of Art Professionals and enthusiasts.
- The top three prizes will be selected by a citywide vote and a celebrity panel

What's unique?

Artists are offered opportunities to exhibit their work throughout Dallas, from galleries, to shows and public venues. Rarely are artists compensated for their expenses with the potential to win substantial cash awards for their work without selling the piece. This event is a unique collaboration between the business community and artists where all the stakeholders win. H.A.P. is an experiment to democratize art and is a creative collision between social media and classic art. The Henderson Art Project endeavors to engage the public by giving a face to the artists and participating in the process of rewarding those creative people who are enhancing the public spaces. The underwriters and sponsors of this event are true visionaries that recognize the value of supporting the artists. This level of participation in creative expression, and public artistic dialogue, builds strong vibrant communities. Henderson Avenue, the city of Dallas, and the art community all benefit from this project: When the artists thrive, the community benefits.

Details:

First Round

- Call for art to be exhibited on Henderson Avenue for 2 years.
- 13 selected artists paid stipend to off-set installation
- Finalists participate in citywide peoples' choice final cash award.
- Images + short essay (less than 300 words) describing art.

Second Round (People's choice - Citywide vote!)

- A citywide vote conducted online and through participating vendors.
- Top 3 works of art will receive cash prizes.
- Two public events will be publicized to view the placed art

Schedule

- Dec. 6, 2010 Applications accepted
- Feb. 18th. Last day to submit entries
- Feb. 25th. 13 winners announced!
- Mar. 19th. Installation party & voting begins!
- Apr. 17th. Citywide voting ends
- Apr. 23rd. Award ceremony- top 3 peoples' choice



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