

Miracle ON FARNAM

Presented by The Afternoon

GUIDELINES

Miracle on Farnam is a free, all ages, neighborhood walking tour of decorated holiday windows. It's an artistic celebration for the community - a creative, memorable experience that inspires awe and joy. Hosted by Midtown Crossing and The Afternoon, this event starts Saturday, November 17, 2018 and runs through Tuesday, January 1, 2019. Visitors will be encouraged to vote on their favorite windows - top three favorites receive cash prizes of \$1,000, \$500, and \$250.

We're working to make this year's Miracle on Farnam better than ever and one way we're hoping to achieve that is by inviting **all of you** to submit design proposals. Do you miss making shoebox dioramas? Do you *really* love decorating for the holidays? Are you good at crafting and building things, maybe even using motors to make things move? **IT'S YOUR TIME TO SHINE!**

Miracle on Farnam is a great way to showcase your class, organization, business, or group but keep in mind we're curating a holiday walking tour, so while you're free to use as much or as little reference to your organization as you'd like, we'll be choosing window designs that best fit the theme and spirit of our event!

Here's what we're looking for in a window:

- maximize awe & joy - sparkly, shiny, and a little overwhelming (in a good way!)
- easily understandable, artistic but not too conceptual or complex
- evokes strong emotions (warmth, childlike wonder)
- captivating for all ages but especially kids and the kid-brain in all of us

Other things to know:

This year's theme is ***The Perfect Gift***. It's a suggestion to help get your ideas flowing, but your design can have as much or as little to do with it as you'd like.

Design proposals must ***at least*** incorporate light-up elements - while many Midtown Crossing business windows are lit, the majority of this event will occur after dark and we want it to be show stopping!

There's no limit to the number of designs you can submit! Enter a design as a representative for your job, another with your neighborhood association, and one for just you! When it comes time for us to review submissions, the more ideas there are, the better!

Available windows could come from any Midtown Crossing business on Farnam between 33rd Street and Turner Park Avenue. Windows vary in size but tend to be about eight feet wide by eight feet tall. They vary in depth from one to three feet. Available windows vary in structure as well - some are completely enclosed, some are open to the space behind them but could be enclosed with a black curtain if necessary. **All will have access to electricity.** Some, but not all, windows have a ceiling from which objects can be suspended. Your proposal does not need to include exact measurements - in fact, having a little flexibility in size or layout may improve your likelihood of being selected.

Selected artists will receive a stipend of \$500 to put toward materials - out of pocket spending is allowed and you do not need to include a budget in your proposal (although you may if you choose to).

All designs are **due Friday August 31st**. Selected artists will be notified by Saturday September 15th via the method(s) you specified on your entry form.

There are two ways to enter - online or on paper! [Click here to complete our digital entry form](#) or submit a completed paper entry form (see last page of this document). Hard copy entries will be accepted by mail or in person at The Afternoon (3157 Farnam Street, Suite 7107, Omaha, NE 68131) during normal business hours. Entries are **due by Friday, August 31, 2018**.

Important dates:

Friday, August 31 – Application Deadline
Saturday, September 15 – Selected Artists Notified
Thursday, November 15 and Friday November 16 - Load in/ build
Saturday, November 17 - Event kickoff (Family Fun Day)
Tuesday, January 1 - Last day to vote
Thursday, January 3 and Friday, January 4 - Load out

Frequently Asked Questions

Where is Midtown Crossing, how do I get there, and when are business hours?

Midtown Crossing is located in the area between 31st Street to 33rd Street; Dodge Street to Farnam Street. For more information about getting here and parking, visit <https://www.midtowncrossing.com/visit/>. Businesses open around 10am (for retail) and close at 11pm or later (for restaurants and bars).

What are you looking for in a design?

Think bigger than garland, wreaths, and trees - think *installation art*. Start at the theme and go from there! What does **The Perfect Gift** mean to you? Here's some ideas: family, art, your pets, your community or your neighborhood? Sharing a meal, decorating cookies, or home cooking and baking? A favorite toy from your childhood? Santa and his workshop? Love and togetherness, music, perhaps even nature or experiencing the outdoors?

Make a sculpture. Make a bunch of sculptures! Make the Omaha cityscape out of foam-core board! Make a working toy conveyor belt or a bunch of reindeer that move like they're flying! Make your wildest holiday dreams come true... or just make something that happens to use a lot of silver glitter!

For inspiration, go to Google Images (<http://images.google.com>) and try searching for "holiday shop windows" or "best holiday window displays."

Who will select the designs?

A steering committee will review the designs and make selections based on best fit to the available windows, creativity, personal taste, and designs most likely to form a cohesive, engaging experience.

How old do I need to be?

There must be at least one adult (19+) acting as the representative for your group. Other than that, group members can be any age.

How much time and money would I need to spend on this?

As much or as little as you want to in order to get the job done! Chosen designs are each awarded a \$500 stipend from Midtown Crossing to get you started. Midtown Crossing and The Afternoon will select designs, notify artists, and send stipends in mid September. If your design is selected, you'll have from that point to November 15th-16th (load-in days) to collect, build, and test your window.

Where should I get my materials?

Anywhere! Recycle or repurpose something! Look in your own basement... look in someone else's basement (with permission of course). Try thrift stores, craft stores, or get online and try searching for terms like *wholesale wedding decor* or *light decorations*. Look for companies that sell pre-wired LEDs or electroluminescent wire!

How accessible are the window spaces?

Window accessibility varies by location - some businesses have windows on ground-level while others use enclosed display spaces that may be above or below street level and are only accessible by ladder. There is a space on your entry form to specify any needs you or your design may have. For more details, please don't hesitate to contact jen@theafternoon.com or call The Afternoon during business hours at (402) 933 3809.

What do I need to submit?

Submit your completed entry form and your proposal, that's it!

What should my proposal look like?

We've been joking that you could write it on a napkin and we'll accept it but that's pretty much true (just please use a clean napkin).

Show us as best as you can what you have in mind. If you're a details person, great! If you're more of a vague sketch person, that's fine too -- but if we have questions, we might contact you for more elaboration. If you'd rather make a Pinterest board, cool. If you want to email us a sketch and a bunch of links to materials, that's cool too. Represent yourself and your idea as best as you can - on our end, we'll be matching ideas *both* to the theme/overall feel of the event AND to the available physical windows.

How do I submit my entry form and my proposal?

There are two ways to enter - online or on paper. Complete our online form and upload your proposal **or** deliver your proposal and the paper form (by hand or by mail) to The Afternoon during business hours. The Afternoon is located at 3157 Farnam Street Suite 7101, Omaha NE, 68131. It's open 10am - 9pm Monday through Thursday, 10am - 9:30pm Friday and Saturday, and 11am - 5pm on Sunday. Feel free to call the shop at (402) 933 3809 if you have questions.

When is everything due?

August 31st, friends. We'll make our choices and get back to you by Saturday, September 15th.

Have a question about something not covered here?

Email jen@theafternoon.com, call The Afternoon at (402) 933 - 3809, or message The Afternoon on Facebook (facebook.com/theafternoon)



OFFICIAL ENTRY FORM

RETURN TO THE AFTERNOON BY **AUGUST 31ST 2018**
3157 FARNAM ST SUITE 7101 OMAHA NE 68131

Name(s) of involved artist(s) _____

Affiliation, if applicable _____
(This means you are officially representing an organization and will display a logo.)

Best Contact Individual *(must be 18+)* _____

Street Address _____

City _____ **State** _____ **Zip** _____

Telephone _____ **Email** _____

Preferred Method of Contact *(circle one)* **phone** **email** **both**

Where did you hear about this event?

Summary of materials

Give us a general estimation of "stuff," itemized costs or a budget are not necessary.

Accessibility needs? Location preference?

Ex: location of window, type of business (retail, bar, restaurant), etc

Proposal

*On a separate page (or the back of this one), show us what your design will look like! Be as detailed as you'd like. Windows are about eight feet by eight feet - some are much larger and some are smaller. Designs **must at least** light up. Visit midtowncrossing.com/events/miracle-on-farnam for more detailed information!*