

CREATE VISUAL IDENTITIES FOR DENTON NEIGHBORHOODS: DESIGN AN IMAGE FOR SIGN TOPPERS

Historic Denton, Inc., a local non-profit organization, is in a continuing process of researching all of Denton's historic neighborhoods and is working with the City of Denton in the creation of street sign toppers.

Visual Arts Society of Texas is working with Historic Denton, Inc. to select artists and aid in the facilitation of the artistic designs for the street sign toppers.

CALL TO ARTISTS:

Denton lacks named neighborhoods and the unity of knowing about the historical background of its neighborhoods. Example:

- How do you describe the neighborhood where you live, or tell people about your neighborhood?
- Do you reference street names or the name of your neighborhood?
- Is there a clear definition of each neighborhood where you live?

Neighborhoods do have names but without use, they have been forgotten.

Artists are invited to submit designs to create a visual identity and which represent each neighborhood in Denton. The designs will be used as sign toppers that will be posted on top of each traffic street sign at the corners of the streets in the neighborhoods.

Project Goal: Create an identity for a neighborhood which will be visualized on a sign topper.

Artists will work with Historic Denton, Inc. to create an image or brand for a neighborhood to be used as a sign and placed atop city street signs. Historic Denton can help in the design process by sharing information about the original neighborhoods names and history, which artists can use to help create designs for the street sign toppers. The desired result will be neighborhood pride and recognition.

Neighborhoods will be asked to select the design that best represent them from designs submitted by artists. The City of Denton will create the signs from the selected design and place the neighborhood distinctive markers on the identified mapped locations.

The design images should tell the story of Denton via the residents and neighborhoods which created our city.

VAST and Historic Denton will help you select a neighborhood. Artists may submit designs for any neighborhood; the Artist Call is not limited to artists living within a specific neighborhood.

Residents of each neighborhood will be included in selecting the final designs. Artist will be recognized by the neighborhoods, VAST, and with acknowledgement of their efforts by the City of Denton.

Sign Description:



Dimensions:

24" wide (from left to right sides)

11.5" high (from the top of arch to the bottom of the sign)

6" wide arms (for the end of the sign to the start of the arch)

6.25" high on each arm (from the top to the bottom on both sides of the sign)

Sign Concept: The image will be placed within the dome-shape and include the neighborhood name in the band shape. The image may bleed down into the name area.

Image Requirement: Submitted images of artwork must be high resolution photo-quality images in full color in a TIF, JPEG, or PDF format

Neighborhoods: Some neighborhoods are identified below, but if you want to submit a design for a neighborhood not listed, please submit your neighborhood to Historic Denton and VAST so that historical information can be provided

- South East Denton: Consists of Solomon Hill and at least two other neighborhoods. The plan for these neighborhood sign toppers is to use historical photos of Quaker(town) to illustrate their streets with images of the people who lived there, like showing the photos of people after which a street is named in their neighborhood. This helps the neighborhood to tell their own stories and starts conversations, like 'who are the two people on top of that street sign.' Available historic photos will be available via Historic Denton to aid in creating images of historic neighborhood. Signs will include the neighborhood names with smaller font reference to Southeast Denton Neighborhood.
- Idiots Hill: Consists of at least 4 named neighborhoods, which are now forgotten. Historic Denton can provide the original boundaries and names of neighborhoods to support artist in creating a visual identity for each neighborhood.
- John B. Denton College Neighborhood: Historic Denton, Inc. has an image of the original college building in mind for this neighborhood.

The Texas Historical Commission recently approved the application for the creation of the John B. Denton College Neighborhood National Register historic district. The application has been sent to the National Park Service for their registration of the application in the National Register of Historic Places. The registration number should be received in the next few weeks. Once the number is received, this is the final step for the full recognition and listing in the National Register.

- Original Town of Denton: Located just south of the Square
- National Register: Combination of various neighborhoods. Maps are available from Historic Denton.
- Denia Neighborhood: Historical information available.

Reserve a Project Location: Let us know your interest for a neighborhood by writing to **Jo Williams** at texjo@msn.com. You will then be given historical information and can be referred to Historic Denton, Inc. to further develop your ideas.

Deadline to Reserve a Project Location: September 1.

VAST and Historic Denton would like to know of your interest now.