



Call For Artists & Designers —

Bradley University Large-scale Art Installation: Creating Pride and Place

Project Overview

The Greater Peoria Leadership Council (GPLC), through its Sprint Grant program, has encouraged small-scale community enhancement projects that make a visible and lasting impact. Bradley University and Big Picture Peoria—two organizations deeply committed to Peoria's vitality—are grant recipients and are joining forces to transform the Main Street corridor into a symbol of connection, pride, and place. This project centers on a landmark artwork installation at **Harper Hall**, located at the prominent intersection of **Main and University Streets**—the gateway where campus meets community.

This opportunity is open exclusively to current Bradley University students and Bradley alumni from any discipline with demonstrated visual or design skills. Collaborative submissions are encouraged.

Submission Requirements

All artist submissions are to be from current Bradley students and/or alumni. The artwork must include the Bradley Shield or Logo. You can download the logo here on Bradley University's website:<https://www.bradley.edu/about/admin-offices/marketing-communications/>

Project Partners

Bradley University

Founded by visionary philanthropist Lydia Moss Bradley, the University remains guided by her belief in education as a catalyst for progress and empowerment.

Big Picture Peoria

A 501(c)(3) arts nonprofit dedicated to elevating Peoria's creative identity through large-scale public art, education, and community collaboration. Learn more about the organization at <https://bigpicturepeoria.org/>

Greater Peoria Leadership Council (GPLC)

As the project funder and catalyst, the GPLC fosters partnerships that amplify civic pride, innovation, and community engagement. Learn more about their efforts to support the Greater Peoria Region at <https://choosegreaterpeoria.org/>

Mural Concept Theme:

Celebrating leadership, innovation, and care through the modern spirit of Bradley University, Lydia Moss Bradley and the Peoria Community.

The artwork will portray Bradley's founder as a **contemporary symbol of courage, compassion, and creativity** — whose presence is felt daily across campus and the city that Lydia Moss Bradley helped shape. This bold, modern portrayal will connect historic legacy with contemporary relevance, showing Lydia not as a distant figure of the past but as a living, inspiring force.

Creative Direction: Artists may choose to include typography in the art, but it is not a requirement. Artists are asked to interpret the theme in ways that:

- Reflect the **pioneering and nurturing spirit** of Lydia Moss Bradley
- Express the **connection** between Bradley University, its students, and the Peoria community
- Evoke **innovation, optimism, and empowerment**
- Encourage **image capture and sharing** of the public art

Project Vision & Impact

This project aims to visually and emotionally connect Bradley's campus to Peoria's broader community while strengthening the identity of Main Street as a corridor of creativity and belonging.

The mural will:

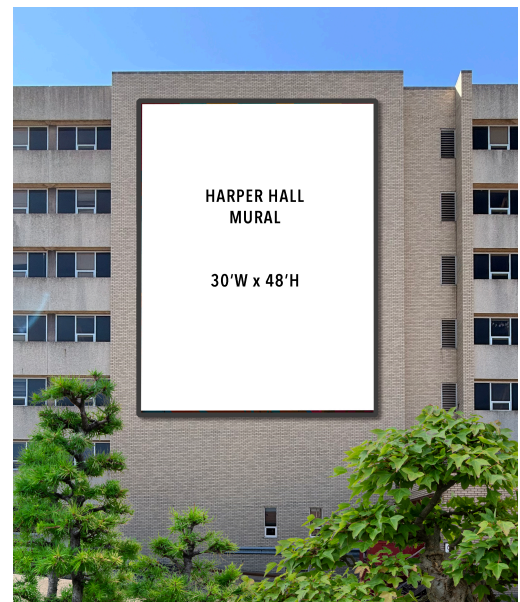
- ✓ Engage students, alumni, and residents in shared pride
- ✓ Create a bold visual landmark symbolizing Bradley's connection to Peoria
- ✓ Reinforce that Bradley University honors tradition while embracing innovation
- ✓ Encourage social interaction through selfie opportunities and visual storytelling

Key Themes & Values

- ✓ Leadership through compassion and innovation
- ✓ Pride of place—connecting campus and community
- ✓ Empowerment and belonging
- ✓ Tradition meets modern creativity
- ✓ Inspiration through storytelling
- ✓ Fun—we want to make people smile and engage!

Mural Location & Specifications

Location: Harper Hall façade at the intersection of Main and University Streets



Size: The mural would measure 30 feet wide x 48 feet high

Fabrication: Mounted frame system with durable, UV-resistant print

Visibility: High-traffic corridor serving students, visitors, residents, and local businesses. The University is currently planning a completely new gateway to the University on the street corner to welcome students, faculty, and visitors to campus. The Mural will be a major focal point of this reimagined area and will be lit in the evening for increased vibrancy and safety in the area.

Artist Selection & Compensation

A panel of representatives from the collaborative partners will evaluate submissions based on artistic excellence, originality, creativity, alignment with the theme, and overall impact. The selected artist will collaborate with the University and Big Picture Peoria to refine the final artwork if deemed necessary.

The committee reserves the right to **not select an artist, delay the selection, or cancel the project** if necessary.

Concept Submission: Due to the open nature of the call for entries, artists will not be compensated for their initial submission.

Winning Concept Compensation: The winning artist will be compensated \$5,000 for their artwork.

Submission Instructions

Artists must submit the following:

Original art – Submitted in **JPG or PDF** format, file name must include your last name.

Narrative description – Explaining how the mural aligns with the project's key themes, a brief explanation of your work, and why you wanted to participate. Narratives must be submitted in PDF format.

Mural size is 30' wide x 48' high. Original art must be created in that same proportion, 5:8 aspect ratio.

Concepts should be submitted at 72 dpi. If selected, the final art will need to be 300 dpi.

Contact information – Name, email address, and phone

All artists must warrant that their submission is an original work, conceived and created by them.

Timeline

- **Call for Entries Released:** November 24, 2025
- **Concepts Due:** February 15, 2026
- **Artist Selection:** February 17, 2026
- **Final Art Due from Winning Artist:** March 2, 2026
- **Installation:** Last week of March 2026
- **Dedication Event:** Approximately April 2026

Ownership & Artist Recognition

- Artists may include the artwork in their **portfolio, social media, and self-promotion**
- Artists are welcome to sell reproductions and may choose to donate a percentage of sales to Bradley University and/or Big Picture Peoria for future projects

- If **Bradley University** produces merchandise (T-shirts, mugs, etc.) featuring the mural, the artist will receive **50% of net profits**
- Recognition includes:
 - ✓ Plaque with QR code linking to artist profile on Bradley University's website
 - ✓ Inclusion in all media coverage and dedication events
 - ✓ Promotion via the University and nonprofit social channels
 - ✓ Inclusion on community-wide mural map
- Slight alterations might be requested after submission

If you have questions, please email info@bigpicturepeoria.org