



Artist Search, *My NCT* 2021

Introduction

Few things evoke emotion in the same way that spending time on the North Country Trail (NCT) does, and that making a connection with a work of art does. The North Country Trail Association (NCTA) launched the *My NCT* program in 2020 as a means to bring art and nature together in the telling of our story, and the connection our Trail Community has with it.

"We have been talking for years about the need for a more graphic representation of the Trail," explained Andrea Ketchmark, NCTA Executive Director. "An artist's take on what makes each state along the North Country Trail special and tying that all together in one beautiful image."

The *My NCT* program incorporates the promotion of the North Country National Scenic Trail (NCNST) and the NCTA through an artist's visual interpretation of it. The piece selected is displayed through the NCTA for 16 months before it is retired.

In 2020, the NCTA worked alongside Michigan artist Erica Lang, owner of [Woosah Outfitters](#), to create the first, exclusive, *My NCT* artwork. View the [This is My NCT Artist Series](#) video on YouTube to see Lang's work and for a brief explanation of the *My NCT* program.

The NCTA is now seeking its 2021 artist for the *My NCT* program.

The NCTA will use the selected piece to be displayed on *defined products as part of its 2021 Fall Membership Appeal and then in the NCTA Trail Shop (retail). The NCTA will promote the selected piece using the artist's name alongside "*My NCT*" throughout the artwork's 16-month tenure. Promotion of the *My NCT* program will include but is not limited to the NCTA website and social media channels, the NCTA YouTube channel, the *North Star* magazine, and NCTA Chapter communication channels.

*Defined products include clothing and accessories. Specifics will be shared with the chosen artist.

Application Parameters and Instructions

- Artist must be 18 years of age or older.
- All artwork must be original. Third-party or trademarked artwork will not be accepted.
- The NCTA will not accept sculpture, video or audio recording, or *essay or short stories. Typographic art and verbal art in the form of poetry (10 words or less) **is** acceptable.

- To allow for the most flexible transfer of the artwork onto various products, it is highly preferred that the artwork fits into a square or circular shape. (Though a visible square or circular outline is not required to be part of the design.)
- Artist will be asked to share the inspiration and story behind their piece.
- Submission must include design concept and stipend amount requested.
- Submit artwork to NCTA Marketing Coordinator Kate Lemon at **klemon@northcountrytrail.org**. Submissions must be mid- to high-resolution .jpg, .png, or .pdf file types. Final artwork will need to be converted to vector format (.ai or .eps) for transfer of artwork onto products. It is highly preferred the artist has the technical knowledge and skill set to manage this conversion process.
- **Submissions will be accepted until April 23, 2021.**
- Questions can be directed to NCTA Marketing Coordinator Kate Lemon at klemon@northcountrytrail.org.

*Trail-related essays and short stories can be submitted for consideration of publication in the *North Star* magazine at northstar@northcountrytrail.org.

Selection Process and Securing Rights

- All artists will receive confirmation from the NCTA that their artwork has been received within 3-5 business days.
- The *My NCT* Selection Committee will review all pieces and make a final decision by April 30, 2021. The selected artist will be contacted by the first full week of May.
- The selected artist will be presented with an agreement. The artist will have until *June 30 to submit their final piece to the NCTA. The agreement will state that NCTA has full rights to use the artwork for the uses identified in this document.
- The agreed upon stipend will be paid in two installments: Part I after the agreement has been accepted and signed, and Part II once all final artwork has been released to the NCTA.
- Artwork may be identified for use outside of the *My NCT* program. If so, the artist will be contacted for discussion on a separate agreement.

*This date may be flexible or negotiable, depending on the agreement between the artist and the NCTA.