

March 22, 2018

Dear artist:

**RE: Call for Artists!**

## **Surfboards on Parade 2018**

**Proudly Presented by the Rotary Club of Huntington Beach  
And Celebrating the 25<sup>th</sup> Anniversary of the Surfing Walk of Fame**

The Rotary Club of Huntington Beach—in collaboration with the Surfing Walk of Fame, the Huntington Beach Art Center, Operation Surf and Orange Coast Memorial—is welcoming artists' submissions for the third biennial Surfboards on Parade! This event is dedicated to the cultural and imaginative roots of Surf City. It blends art, commerce, and giving back to the community, by showcasing a rich tapestry of artistic interpretations of surf culture, in this shared, participatory event.

Planned for the summer of 2018, Surfboards on Parade will be comprised of a surf art experience and fundraising event. Surfboards created in partnership between a legendary shaper and selected artists will be displayed in locations throughout Huntington Beach for a two-month public walking tour period (August 1 through October 7, 2018). The project will culminate with a gala presented by Surfboards on Parade, and the Surfing Walk of Fame, that will host over 500 guests including some of the most honored elite of the surfing world. At this gala there will be a live and silent auction with each surfboard available for purchase to the highest bidder. Proceeds will benefit the Rotary Club of Huntington Beach Charitable Fund, Operation Surf, and Orange Coast Memorial Foundation specifically supporting education and research for skin cancer. The Huntington Beach Art Center and the Huntington Beach International Surfing Museum will also receive donations.

### Submission information:

The project will include an invitational artist group and an open-call, juried selection of works.

**Deadlines:** Concept art must be submitted by or before April 16, 2018, and may be submitted electronically to Jodi McKay at [surfcity2@verizon.net](mailto:surfcity2@verizon.net) **OR** for live jurying by dropping off their work to the Huntington Beach Art Center, at 538 Main Street, Huntington Beach, CA. Selected artists will be notified no later than April 30, 2018 and will be paired with a surfboard shaper to receive a surfboard.

**Design consideration:** Artwork may be either two or three-dimensional and should be capable of being integrated onto a surfboard. The theme of Surfboards on Parade 2018 is to honor the inductees of the Surfing Walk of Fame's 25 year history! Artists and shapers may choose to be inspired by the over 100 legends of surfing recognized by the organization. Subject matter can be historical, fanciful, humorous, abstract, or representational—it is open to the artist's imagination!

**Benefits:** Selected artists will receive two tickets to the Surfboards on Parade Kick-Off Party, on August 1, 2018, and two tickets to the Night of a Million Waves Gala and Art Auction on October 7, 2018. Surfboards on Parade artists also receive local, regional, national, and worldwide press and promotion, including recognition alongside the completed surfboard collaboration in the 25<sup>th</sup> Anniversary of the Surfing Walk of Fame Coffee Table Book.

All invited and selected artists must deliver their completed surfboard to the Art Committee by July 2, 2018. **No exceptions.** Please direct any questions or concerns, as well as confirm your participation, to Jodi McKay at [surfcity2@verizon.net](mailto:surfcity2@verizon.net) or 714-337-9176.

We hope that you will find this artful project interesting and valuable, and that you will join us in celebrating art and surfing in Huntington Beach!

The Art Committee, Surfboards on Parade 2018