



Call for Concepts - Cranbrook on the Green

Cranbrook Art Museum is seeking ideas for new holes to add to *Cranbrook on the Green: Artist-Designed Mini-Golf!* Up to two winning concepts will be selected by a blind jury consisting of Kat Goffnett, Associate Curator of Collections at Cranbrook Art Museum; Allison Wong (CAA Painting '06, Museum Committee); Fernando Bales (CAA Architecture '11); Robin Schwartzman, Designer; and Scott Strickland (Cranbrook Schools '01) two-time Golf Association of Michigan Mid-Amateur Champion. Once selected the museum will work with the artist as well as miniature golf experts and a fabricator to adapt the concept into playable art.

Submission & Eligibility Guidelines

- Concepts should refer to a Cranbrook site, story, or related individual past or present in an entertaining and informative way, like the existing 10 holes. Details on the existing holes attached.
- **Submissions must include:**
 - A sketch, drawing, rendering or illustration conveying the concept and no more than five additional reference images (if needed)
 - A description of no more than 250 words explaining the concept
 - A proposed name for the hole concept (subject to change)
 - Submitter's Cranbrook Affiliation
- Concepts should be submitted as a single PDF attachment to the email below. Individuals are limited to no more than three concept submissions; each should be sent separately.
- **Eligibility:** Artists must be Cranbrook Schools or Academy students or alumni, past or present faculty and staff, or be otherwise affiliated with Cranbrook Educational Community. Please reach out to Lyla Catellier (Lcatellier@cranbrook.edu) with any questions.

Deadline

Submissions are due by 10am on Monday, January 16, 2023 to Lyla Catellier, Curator of Public Programs at Lcatellier@cranbrook.edu with the submitter's full name and concept title in the subject line.

Cranbrook Art Museum

Lyla Catellier
Curator of Public Programs
Lcatellier@cranbrook.edu
248-645-3770

Prize

A \$1000 honorarium will be awarded to winning entry(s) as well as a season pass to *Cranbrook on the Green* for unlimited games for up to 4 people at a time (restrictions apply) and a household level one year membership to Cranbrook Art Museum.

Winners will be notified via email no later than Monday, February 28. Only those whose submissions are selected as finalists will be contacted.

Rules

- Cranbrook Art Museum's full-time staff and leadership may not participate.
- Submissions from groups/teams will be accepted.
- The jury, museum administration and fabricators reserve the right to change elements of the concept for clarity and playability.
- Cranbrook Art Museum reserves the right to photograph and reproduce all materials including artist submissions and to use these photographs and images for educational, publicity, and promotional purposes. Julie Fracker, Director of Communications (jfracker@cranbrook.edu) will promote the course and should serve as the primary media contact. Artists may be asked to participate in media interviews after the winning submissions are selected and during the run of the season.

About Cranbrook on the Green

Cranbrook on the Green is a project of Cranbrook Art Museum. Located on the grounds of the museum from Memorial Day to Labor Day, participants are invited to play while they learn about Cranbrook's unique legacy through a themed miniature golf course. Each hole is inspired by the story of an artist, institution, or design affiliated with our historic landmark campus.

About Cranbrook Art Museum

Cranbrook Art Museum is located at 39221 Woodward Avenue, on the 319-acre historic landmark campus of Cranbrook Educational Community in Bloomfield Hills, Michigan. The Art Museum opened in 1930 and is one of the earliest institutions in the United States dedicated to the presentation of contemporary art. It originates and presents exhibitions and public programs and collects objects in the areas of modern and contemporary architecture, art, crafts, and design. For more information, visit cranbrookartmuseum.org.