



CALL FOR ARTISTS

HEAVENLY GONDOLA WRAP PUBLIC ART PROJECT

Presented by Arts and Culture El Dorado in partnership with Vail Resorts

Requests for Proposals

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1. Project Overview

Arts and Culture El Dorado (ACED), in partnership with Vail Resorts, invites professional artists to submit proposals for the Heavenly Gondola Wrap Public Art Project. This opportunity will commission a single artist to design original artwork to be applied as a vinyl wrap to a Heavenly gondola cabin for the summer 2026.

The intention of this project is to raise awareness of a collaborative initiative with the League to Save Lake Tahoe aimed at reducing vehicle traffic, lowering emissions, and minimizing runoff impacts to the lake. The project seeks artwork that highlights these efforts while celebrating Lake Tahoe and the surrounding community. Selected works should inspire a shared sense of responsibility, encouraging residents and visitors alike to take ownership of the preservation and long-term stewardship of the local environment.

The Heavenly gondola is a highly visible and widely photographed feature of the Lake Tahoe region. The selected artwork must reflect the cultural, environmental, and regional identity of Lake Tahoe while meeting all technical and safety requirements for gondola wrap installation.

2. Eligibility

This opportunity is open to professional artists and artist teams that meet these criteria:

- Artists located within 50 miles of the project site
- Artists who demonstrate strong ties to the Lake Tahoe region
- Artists working in visual art, illustration, graphic design, and related disciplines are encouraged to apply. Prior experience with public art, large format graphics, or transit related projects is preferred but not required.

3. Project Scope

The selected artist will:

- Create an original artwork design for a gondola wrap
- Participate in a limited number of revisions in collaboration with ACED and Vail Resorts
- Deliver final, production ready vector artwork files that meet all provided technical specifications .
- Vail Resorts will manage all fabrication, printing, installation, and the public unveiling.

4. Artist Compensation

The selected artist will receive an artist award of \$4,500.

The artist award is inclusive of:

- Concept development
- Design revisions
- Delivery of final production ready files
- All production, printing, installation, and marketing costs are covered separately and are not the responsibility of the artist.

5. Copyright, Licensing, and Artist Rights

The selected artist will be required to grant Vail Resorts full copyright ownership and unrestricted usage rights to the final approved artwork for purposes including, but not limited to, production, installation, display, marketing, advertising, publicity, and promotional use in all media, in perpetuity. The artist retains the right to reproduce and display the artwork solely for non-commercial portfolio purposes, including personal websites, portfolios, grant applications, lectures, and self-promotional materials, with appropriate credit to the Heavenly Gondola Wrap Public Art Project and Vail Resorts. The artist warrants that all submitted and final artwork is original and does not infringe upon any third party intellectual property rights. Final licensing terms will be detailed in the artist contract.

6. Selection Process

Submissions will be reviewed by a selection panel composed of representatives from Arts and Culture El Dorado, Vail Resorts, and project stakeholders.

7. Selection Criteria

Applications will be evaluated based on:

- Artistic quality and originality
- Relevance to the Lake Tahoe region and project context
- Strength and clarity of the proposed design
- Feasibility within gondola wrap technical and safety constraints
- Demonstrated ability to complete the project on schedule

8. Submission Requirements

Applicants must submit a complete application including all materials listed below.

Incomplete submissions will not be reviewed.

- Artist Statement

One page maximum: A brief statement describing the artist's practice, approach to public or large format work, and interest in this project.

- Professional Resume or CV: One page maximum.
- Portfolio of Past Relevant Projects: Six to eight completed projects demonstrating relevance to public art, large scale graphics, or high visibility installations.

One page per project.

- For each project, include:
 - Project title
 - Year completed
 - Medium
 - Client or commissioning entity
 - Project budget
 - Location of installation
 - Brief project description

- Design Concept Proposal (4 Pages Maximum)
Applicants must submit a fully developed design concept prepared using the exact gondola wrap templates and technical specifications provided with this Call for Artists.

The design proposal must include:

- Final artwork shown within the provided gondola wrap template
- Color, imagery, and layout resolved to production level
- A written description of the concept, design details, medium and its connection to the Lake Tahoe region, one page maximum
- Confirmation that the design complies with all safety zones, branding requirements, and technical constraints

This is a design based call. Conceptual sketches or exploratory ideas will not be sufficient. Selected artwork should be ready for production with only minor refinements anticipated.

9. Technical Requirements

Selected artwork must conform to gondola wrap templates, safety zones, color profiles, and production specifications provided by Vail Resorts. Final artwork must be delivered as production ready vector files in the required formats. Templates & Examples including in Appendix 1.

- Specs:
 - Side 1 (toward towers): 59"w x 70"h
 - Side 2 (toward mountain/lake): 68.25"w x 63.25"h
- Preferred File Delivery Format: Submissions shall be made in one single pdf document. Final selected artwork will need to be delivered in a vector format. PDF, AI, EPS, or SVG.

10. Project Timeline

February 1 – March 1, 2026

Call for Artists open

Early March 2026

Jury review and artist selection

Mid March – April 2026

Contracting and artwork development

Late April 2026

Delivery of final production ready files

June 2026

Installation and public unveiling

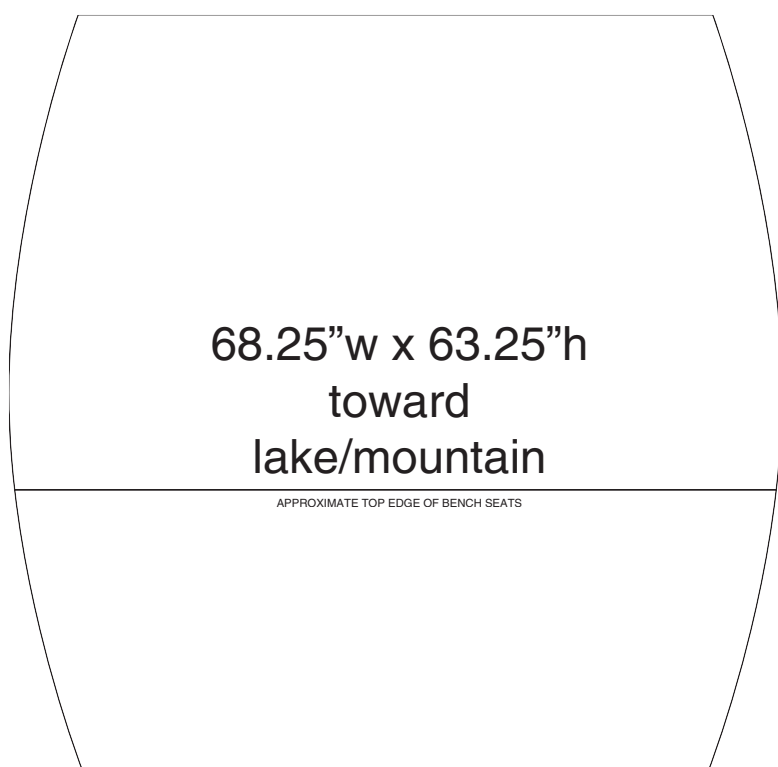
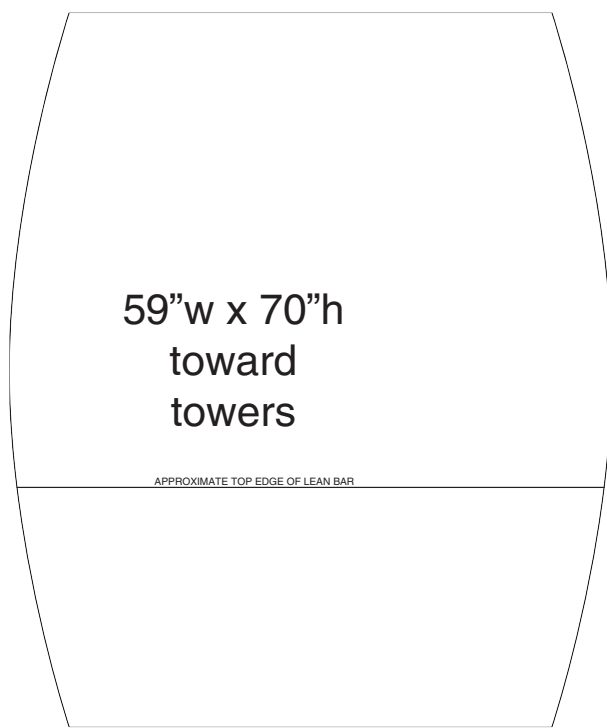
11. How to Apply

Applicants must submit one single PDF, no larger than 10 MB, that includes all required submission materials outlined above. Incomplete submissions will not be reviewed.

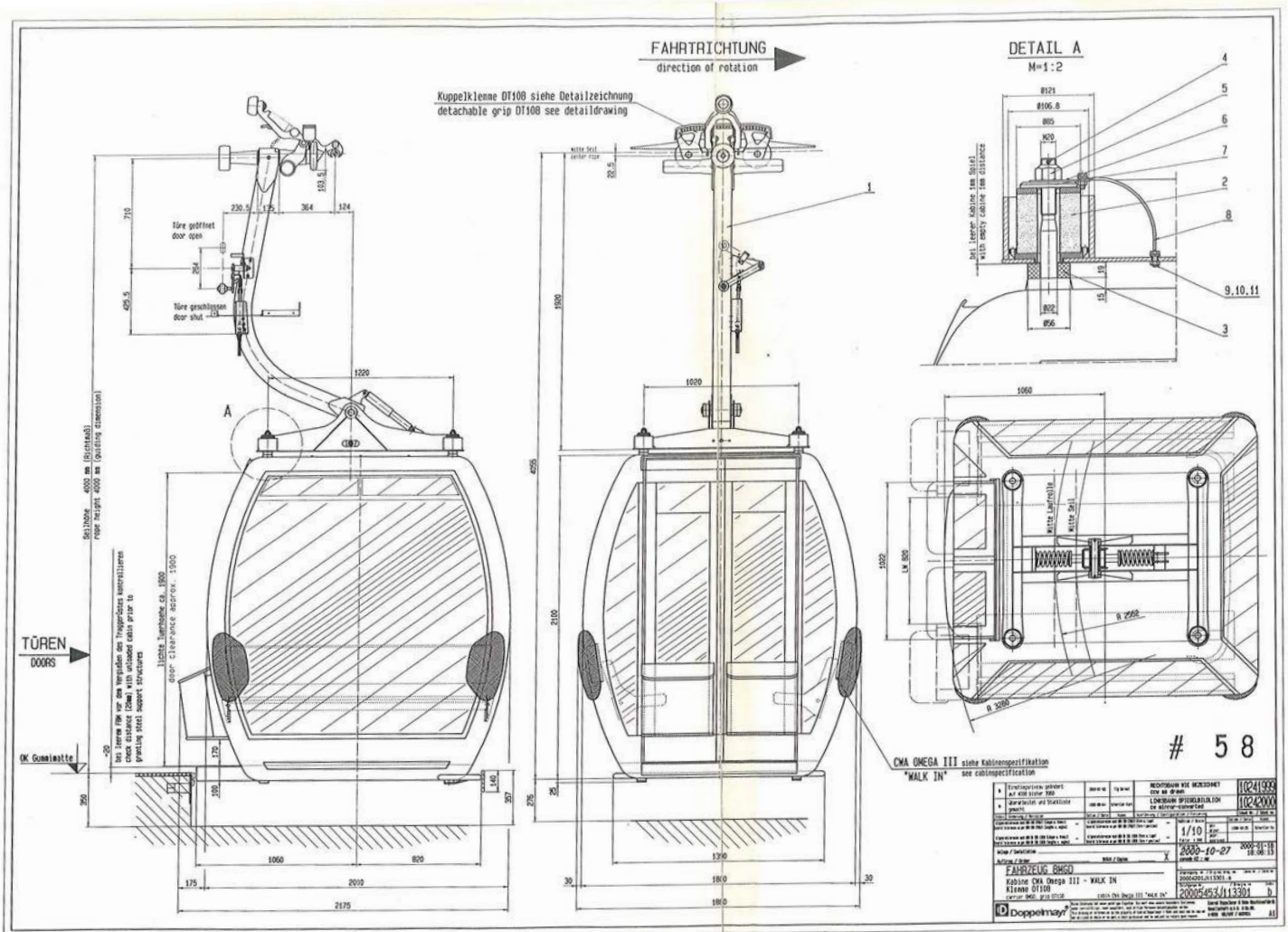
Submissions can be made at: www.artsandcultureeldorado.org/vail-gondola-project

Submissions will be open from February 2nd to March 1st, 2026 at 11:59pm.

Appendix 1: Technical Specifications



Appendix 1: Technical Drawings



Appendix 1: Gondola Photos

Examples of other Gondola Wrap Projects can be found here:

www.epicpass.com/info/gondola-gallery.aspx

