Dear Photo Biennial Participant,

I am writing to invite you to be a participant and/or site for the PASTE UP MURAL PROJECT ( PUMP).

The PASTE UP MURAL PROJECT (PUMP) is a collaboration with the Louisville Photo Biennial. The Louisville Photo Biennial is celebrating its 24th year. As you know, in addition to the PUMP project there will be over 50 photography exhibits, lectures, and workshops at galleries, universities, and public spaces throughout the metro area.

We are asking that each venue submit images that will be included in their Photobiennial Exhibit. There is a limit of two artist per venue and two images per artist.

PUMP will employ an innovative technique that allows photographs to be printed and pasted in public spaces. The temporary works of art will be pasted in various sites on buildings and public furnishings across Indiana and Kentucky with an emphasis on displaying Indiana artists in Kentucky and Kentucky artists in Indiana to promote interstate tourism. There will a QR code displayed with each piece and a walking tour map of the PUMP project. When the QR code is scanned it will take the viewer to your venue’s website. Each site will also include the Photo Biennial website where they can find more information about the project. The pieces last for more than a year and are easily removable with no damage to the substrate to which they are attached.

The PASTE UP MURAL PROJECT (PUMP) will include professional photographers from each venue in Indiana and Kentucky. In addition to 50 professional Photo Biennial exhibitions, PUMP will be partnering with Floyd County Parks, the Ripples Effect Children’s Photo Contest, and the NA/FC Secondary School Show winners, to exhibit the work of children in the region.

The PUMP project will utilize the works of local artists to enhance tourist engagement, promote historic centers, and further connect communities. A walking tour guide, both printed and digital, will allow visitors and community members to explore the local community and districts while the QR codes accompanying each piece promotes the galleries hosting exhibitions of the respective artist. The project will include the very popular scavenger hunt that awards participant's for visiting each venue.

The Louisville Photo Biennial has received support from the Caesar’s Foundation of Floyd County. The funds requested will be used to select and compile image files, artist and site contracts, print images from the artists, installation of images, creation of walking tour and art hunt maps, and promotion of the works.

The project is directed by Julie Schweitzer at ArtSeed Inc and a partnership with the Louisville Photo Biennial.

The PUMP project will have a page connected to the Louisville Photo Biennial webpage where visitors can find important information, walking guides, affiliate links, and the mission of the Louisville Photo Biennial.

A drop box link will be provided for each venue to upload the images they wish to submit.

Each venue will also have the opportunity to be a site for the PUMP project. If you have a outside wall and would like to be included, please include that in the submission form. The Paste-up images work best on unpainted surfaces like brick, or stone. They do work well on painted surfaces if the paint is in good condition, however we will not be responsible for fading or loose paint.

The submission forms, site contracts and artist contracts are attached. The deadline for submission is August 11, 2023.

If you have questions or suggestions, please contact Julie Schweitzer at julie@artseed.art or 502-649-3320.