

# Artwork for Equity 2024 Competition Instructions

2024 Program Sponsors



FORWARD *through*  
FERGUSON



THE  
KRESGE  
FOUNDATION

echoing  
green



## Dear young artists and designers,

Creative Reaction Lab's mission is to educate and engage Black and Latino/a/x/e youth to apply a health, racial and ethnic equity, and design lens to community challenges impacting the life expectancy of both communities. We further understand that the power of youth activism is a continually growing force that is essential in dismantling the current systems of oppression. To create systems-wide change, we're taking the approach of a youth-led, community-centered advocacy campaign using art and design as a means of promoting inclusion, equity, liberation, and justice for all races.

To build awareness around inequities, **we're looking for young artists and designers.** Through our 2024 themes - "Rooted in Justice: Addressing Environmental Racism," "Championing Choice for Reproductive Rights" and "Bullethead Trauma: The Impacts of Gun Violence"- we're working to raise consciousness around historical and contemporary forms of inequities and systemic oppression impacting Black and Latino/a/x/e communities in the United States, while also highlighting resistance movements and achievements. We aim to inspire people to not only challenge barriers in environmental justice, reproductive rights and gun violence, but to also advocate for cultural and political shifts that establish equity for those who have been most harmed and create transformational change. Your voice is central to this movement, and your artwork will be used to inspire people to participate.



A handwritten signature in white ink that reads "Antionette Carroll".

**Antionette Carroll**  
Founder, President and CEO  
[antionette@crxlab.org](mailto:antionette@crxlab.org)

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# What is Artwork for Equity?



# About Artwork for Equity

Creative Reaction Lab's *Artwork for Equity* Advocacy Campaign Program was launched in 2017 in recognition of the United Nation's *International Day of Elimination of Racial Discrimination*. In support of our work for racial and health equity, *Artwork for Equity* will select young Black and Latino/a/x/e designers and artists (26 and under) to produce original artwork promoting inclusion, equity, liberation, and justice for all races. **The Creative Reaction Lab (CRXLAB) team aims to support and equip youth artists and designers with the necessary training and skill that allow youth to leverage their artistic talents as a form of activism to create transformative change.**



## 2024 THEMES

# Rooted in Justice: Addressing Environmental Racism

The primary goals of the 2024 **Rooted in Justice: Addressing Environmental Racism** campaign are to (1) raise consciousness around historical and contemporary forms of environmental issues such as disproportionate access to clean water, exposure to toxic waste and pollution that impact Black and Latino/a/x/e communities in the United States (2) highlight resistance movements and achievements led by youth in climate and environmental justice spaces.





## 2024 THEMES

# Championing Choice in Reproductive Justice

The primary goals of the 2024 **Championing Choice in Reproductive Justice** campaign are to (1) raise consciousness around historical and contemporary forms of reproductive health inequities impacting Black and Latino/a/x/e communities in the United States (2) highlight resistance movements and achievements in reducing inequitable access in the health and wellness space.



## 2024 THEMES

# Bulleted Trauma: The Impacts of Gun Violence

The primary goals of the 2024 **Bulleted Trauma: The Impacts of Gun Violence** campaign are to (1) raise consciousness around historical and contemporary forms of gun violence impacting Black and Latino/a/x/e communities in the United States (2) highlight resistance movements and achievements in addressing systemic issues around gun reform and stopping gun violence.



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**My biggest takeaway from participating in this program was that I was able to create art that had a message and that was used for a purpose and I'm grateful for this opportunity to be able to use my art in this capacity.**

*-Temidayo Famakinwa, 2020 Artwork for Equity Campaign Artist*

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# Who is eligible to participate?

# Artist/Designer Criteria

## Criteria #1

Youth participants must be 26 years old and younger

## Criteria #2

Participants must identify as Black and/or Latino/a/x/e

## Criteria #3

Participants must reside in St. Louis or Chicago

## Criteria #4

Each applicant can submit up to 5 original ideas

**What kind of content makes a  
successful artwork submission?**

# A strong idea will address some or all of the following elements:

## Consciousness

Raises consciousness of historical and/or contemporary forms of education and voting disparities impacting Black and Latino/a/x/e communities in the U.S.

## Celebration

Celebrates youth-led acts of resistance to education inequities and voter suppression in the United States.

## Mobilization

Informs, educates, and mobilizes youth to be racially and ethnically conscious and informed leaders for civic engagement.

# Artwork and Design Parameters

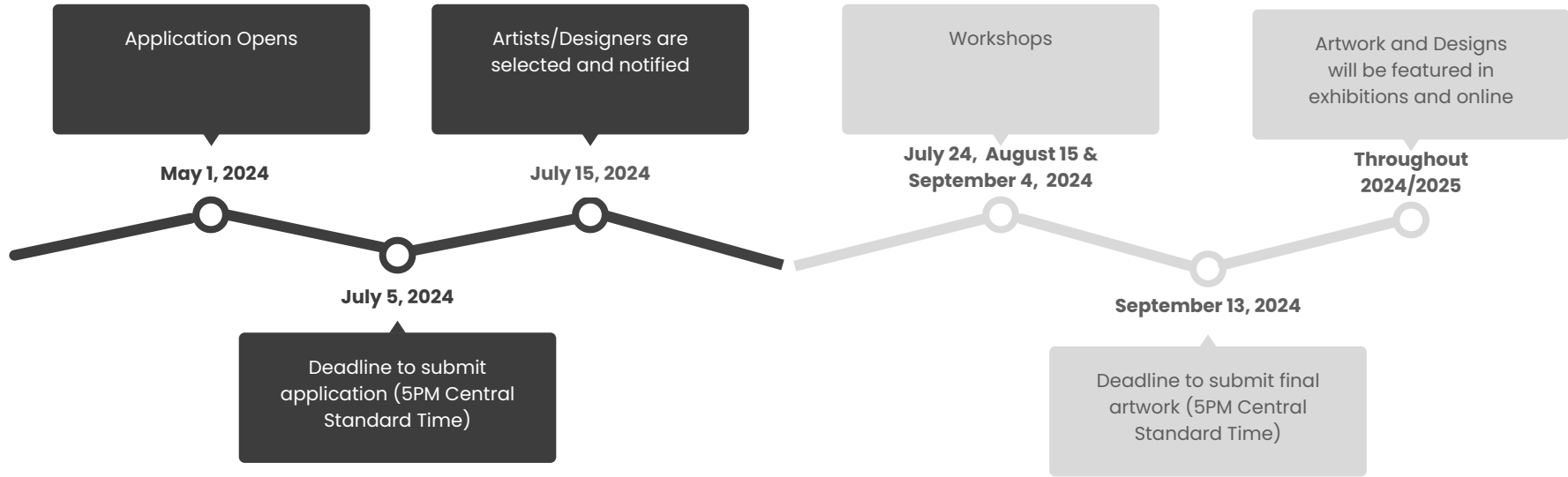
- **Originality:** Submissions must be original works created by the participants. Plagiarism or copyright infringement will result in disqualification.
- **Theme Alignment:** Artworks should clearly relate to the themes of equity, inclusivity, and social justice, inspiring meaningful dialogue and reflection. Most importantly, submissions should be aligned with the environmental justice, reproductive justice and/or the impacts of gun violence themes indicated above.
- **Size and Format:** Digital submissions should be high-resolution (300 dpi).

*If special accommodations are requested as it relates to artwork size exceptions, email [artforequity@crxlab.org](mailto:artforequity@crxlab.org) for a case by case review.*



# What is the timeline?

# Application Dates and Deadlines



**What happens if my  
art or design idea is chosen?**

# Artwork Distribution

Artists and designers have the opportunity to obtain technical digital design assistance to help develop their ideas, bring them to life, and create final versions of their artwork. Final versions of the selected artwork will be published in the form of **posters, postcards, and other products** as well as showcased in at least **one exhibition**. Select limited edition posters will be available for public purchase through our website and advocacy postcards will be nationally distributed.

Selected artists and designers will receive access and invitations to arts, activism and community engagement workshops, experiences, and alumni opportunities. Furthermore, artists and designers will build their competency of [Equity-Centered Community Design \(ECCD\)](#)<sup>™</sup> and how art can be leveraged to make transformative change.

# Finalist Artists/Designers

Each selected artist/designer will receive:

- A \$500 stipend for each accepted final piece
- A Creative Reaction Lab swag bag
- Art, design, storytelling, and social justice workshops for continual personal development
- Invitation to join Creative Reaction Lab's youth network for further personal and professional development opportunities
- Inclusion of their artwork in online exhibition (and the possibility of on-the-ground pop-up exhibits)

Selected finalists must complete a terms agreement upon confirmation of participation. Selected youth artists/designers under the age of 18 must have permission granted by a parent/guardian.

**How do I submit my art idea(s)?**

# 3 ways to submit your art application

## Option 1: Online

Complete and submit [online application](#).

## Option 2: Email

Complete a PDF copy of the application and email to [artforequity@crxlab.org](mailto:artforequity@crxlab.org) with the subject line written as "Artwork for Equity 2024 - Art Proposal, [first & last name]"

## Option 3: Mail-in

Mail-in a physical copy of the application with requested materials to:

3224 Locust Street  
Suite 301  
St. Louis, MO 63103

# Submissions should include...

1. Attachment of a sketch, design, or art piece for each idea you wish to submit. You may submit up to five separate ideas for the campaign. ([Examples of sketches for reference.](#))
  - a. If you complete the online application or email your application, you will digitally send these attachments.
  - b. If you mail an application, please attach physical paper copies of your sketch.
2. Each idea must be accompanied by a brief description that explains how it responds to the theme of Environmental Justice, Reproductive Justice or the Impacts of Gun Violence [Maximum of 200 words as a written response or a maximum length of a 2-minute video].



# Submissions should include... (continued)

3. Your contact and demographic information.
4. Responses to short answer questions about equity, creativity, and civic engagement.

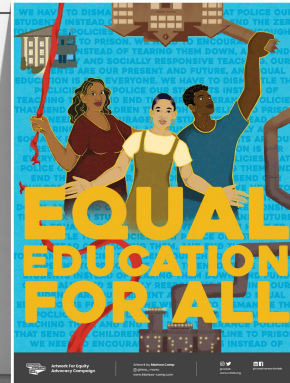
**The deadline to submit your idea(s) is July 5, 2024 at 11:59 pm CST.**

# Examples of Final Pieces from the Artwork for Equity Program

ARTWORK BY: *DOSEOFRICH*



ARTWORK BY: *Marissa Camp*



ARTWORK BY: *SARA*



# Rights and Responsibilities

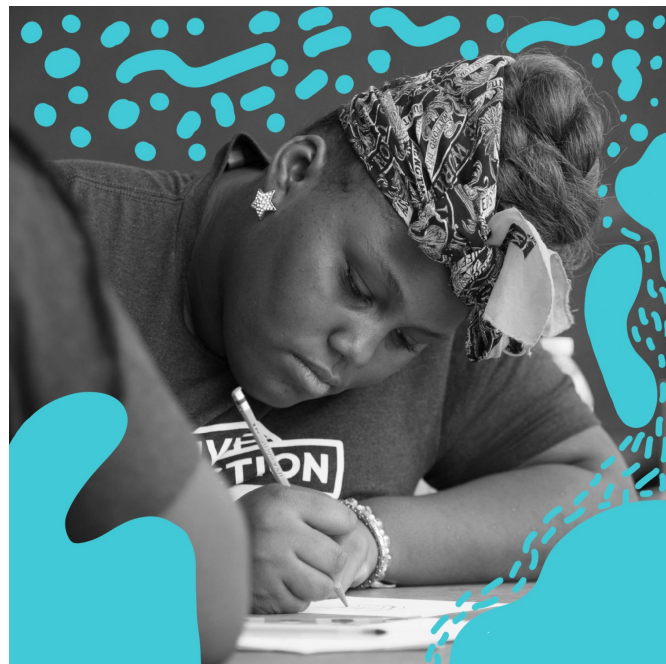
- Contributing artists/designers retain the copyright for their original artworks, but grant their free, perpetual use by Creative Reaction Lab for promotional, educational, commercial, and fundraising activities online, in print, and in other forms.
- In consideration of the collective advocacy nature of this project, it is understood that the artist/designer is granting Creative Reaction Lab a perpetual license to exhibit, promote, and repurpose their selected image(s) on crxlab.org and in other promotional materials and online properties.
- Artwork will always be accompanied with due credit to the contributing artist/designer.

# About Creative Reaction Lab

## OUR MISSION

Creative Reaction Lab's mission is to **educate, train, and challenge** Black and Latino/a/x/e youth to become leaders in designing healthy and racially equitable communities in the United States. We recognize that youth have been the primary architects for change, and so their voices must remain at the center of dismantling racial and health inequities in historically underinvested communities.

Visit [crxlab.org](https://crxlab.org) to learn more.



# Copy of Artwork for Equity Application Questions [READ ONLY]

**Thank you for applying for Creative Reaction Lab's  
Artwork for Equity 2024 Program!  
The finalists will be selected and notified  
via email on July 15, 2024.**

If you have any questions, contact us at  
[artforequity@crxlab.org](mailto:artforequity@crxlab.org).