

# Blooming with Pride

AT RED BUTTE GARDEN

Plants are for everyone!  
Help us celebrate the LGBTQIA+ community.

## Call for Artists

Deadline January 31, 2025



## Pride Garden Showcase Request for Proposals

### PROJECT OVERVIEW

"Blooming with Pride" is a family-friendly event at Red Butte Garden and Arboretum celebrating the LGBTQIA+ community and the beauty of plants. We invite talented artists, florists, and horticulturists to join us in creating captivating displays that embody the spirit of Pride, showcase the natural beauty of plants, and provide a welcoming experience for all attendees. Your creative expertise will play a vital role in making this event truly spectacular.

### KEY OBJECTIVES

1. **Capture the Spirit of Pride:** Create artistic displays that emphasizes unity and self-expression, capturing the vibrant spirit of Pride.
2. **Showcase the Beauty of Plants:** Highlight the natural beauty of plants and flowers, emphasizing their vibrant colors, delicate textures, and unique forms. Create visually striking displays that showcase the resilience and interconnectedness of nature.
3. **Engage and Inspire:** Design displays that engage and inspire attendees. Consider incorporating sensory elements like touchable textures, aromatic scents, or captivating sounds. Aim to spark curiosity, wonder, and a sense of connection with nature.

### EVENT DETAILS

- **Date:** June 13, 2025
- **Location:** Red Butte Garden and Arboretum

### TARGET AUDIENCE

- LGBTQIA+ community members of all ages, families, and allies.
- Plant enthusiasts and nature lovers.
- Attendees seeking a visually stunning and welcoming experience.

## CREATIVE CONSIDERATIONS

1. **LGBTQIA+ Representation:** Incorporate symbolic elements, colors, and imagery that celebrate the unity of the LGBTQIA+ community. Showcase the vibrancy and empowerment that the community represents. Consider incorporating pride flags, rainbows, and other symbols of unity and empowerment.
2. **Plant Symbolism:** Explore the symbolism of different plants and flowers, utilizing them to convey messages of growth, resilience, unity, and acceptance. Consider how various species can tell stories and evoke emotions.
3. **Interactive Elements:** Create displays that invite attendee engagement and participation. Incorporate interactive elements that allow attendees to touch, smell, or interact with the displays, fostering a deeper connection with the natural world.
4. **Sustainable Materials:** Utilize sustainable and eco-friendly materials wherever possible, minimizing waste and promoting environmental consciousness. Consider repurposing materials or incorporating recyclable elements in your displays.
5. **Family-Friendly:** Create displays suitable for all ages, promoting a family-friendly atmosphere that encourages unity. Consider incorporating elements to engage and captivate attendees of varying ages, ensuring everyone can enjoy and appreciate your display. Strive to create a welcoming environment where people of all ages can explore and celebrate together, fostering a sense of unity and shared experiences.
6. **Display Sizes:** The display size should be considered when planning and designing your installation. The minimum recommended size is 3' x 3' to ensure visibility and impact. However, displays can range up to 9' x 9' depending on the location and available space. Consider the scale of the venue and the surrounding environment when determining the optimal size for your display, ensuring that it appropriately fills the space and engages viewers effectively.

## DELIVERABLES

1. **Conceptual Designs:** Provide sketches, mood boards, or digital representations of your proposed displays, showcasing the overall vision, color schemes, and key elements.
2. **Material and Plant Selection:** Outline the specific plants, flowers, and materials you plan to use, ensuring they align with the event's theme and are readily available.
3. **Installation Plan:** Provide a detailed plan for the installation process, including timelines, equipment requirements, and coordination with event organizers and other creatives.
4. **Budget:** Provide a detailed budget breakdown for the proposed displays, including costs for materials, labor, transportation, and any additional expenses.

## TIMELINE

- **Proposal Submission Deadline:** January 31, 2025
- **Concept Review and Selection:** February 1-29, 2025
- **Design Refinement:** March 1-31, 2025
- **Display Creation:** April 1-June 11, 2025
- **Installation:** June 12-13, 2025
- **Event Date:** June 13, 2025

*Dates and times subject to change.*

## **CREATIVE STIPEND**

Each selected artist, florist, or horticulturist participating in the "Blooming with Pride" event will receive a creative stipend to offset the costs of creating their displays. The stipend will be disbursed in two installments: an initial payment upon confirmation of participation and a final payment upon successful completion and installation of the display. We believe this stipend will empower participants to showcase their artistic expertise and contribute to the event's overall splendor, fostering an atmosphere of excellence and innovation.

- Stipend Breakdown
  - 3' x 3' Display: \$2,000 (\$500 for labor, \$1500 for supplies)
  - 5' x 5' Display: \$4,000 (\$1000 for labor, \$3000 for supplies)
  - 9' x 9' Display: \$6,000 (\$1500 for labor, \$4500 for supplies)

## **Submission Details**

Submit your creative brief, including concept designs, plant/material selections, installation plan, and budget breakdown, to Jason Alba by January 31, 2025. Our team will review and evaluate proposals based on creativity, alignment with the event's theme, feasibility, and budget considerations.

Upon selection, the chosen artists, florists, and horticulturists will have the opportunity to refine their designs and finalize the details in collaboration with the event planning team. Regular communication and coordination will ensure the seamless execution of the artistic displays.

Regarding logistics, we will provide designated spaces within Red Butte Garden and Arboretum to showcase the displays. Artists will have the opportunity to visit the venue to assess the locations and discuss any specific requirements for installation.

As the event approaches, we will work closely with the selected creatives to coordinate delivery, installation, and any necessary technical support. The event day itself will involve finalizing the setup, ensuring all displays are visually appealing and accessible to attendees throughout the event.

We look forward to your creative contributions in making our second annual "Blooming with Pride" an unforgettable celebration that showcases the beauty of plants and embraces the unity and vibrance of the LGBTQIA+ community. Let's create a visually stunning and engaging experience that leaves a lasting impact on all attendees.

For further information or clarifications, please do not hesitate to contact us at [jason.alba@redbutte.utah.edu](mailto:jason.alba@redbutte.utah.edu).

Best regards,  
Jason Alba  
Youth & Family Programs Manager