

TACOMA CITY ASSOCIATION COLORED WOMEN'S CLUBS (CWC)

CALL TO ART!!

Nettie Asberry Historic Home Site LOGO



Issue Date: April 2

Application Deadlines:

Show your Work! -Application by May 16

Create your Logo! -Submission by Sep 1

CWC CALL TO ART

COMMUNITY REQUEST TO SUBMIT QUALIFICATIONS

The CWC, IBJ, and Forterra are offering an opportunity for local Black artists submit their current work for review, competing for a place in the cohort of artists chosen to submit original work for the Asberry Historic Home Site **LOGO**, the visual representation for this project's marketing and community engagement efforts moving forward.

The submissions will be reviewed by a team of community members and "nominated" to a cohort of 10 finalists that will compete to create an original **LOGO** for the Asberry Historic Home Site project.

All 10 finalists will be paid \$200 for their submission, whether their **LOGO** is chosen to represent the project or not.

The artist chosen for the **LOGO** that will represent the project will receive \$500 for their original work.

The **LOGO** will become the permanent representation of the project as the CWC and its partners move forward with the engagement, design, and restoration efforts of the project.

WHAT IS THE ASBERRY HISTORIC HOME SITE PROJECT?

Nettie J. Asberry was a civil rights icon and Black leader in Tacoma's Hilltop until her death in the 1960's. She cemented her legacy in Tacoma through a lifetime of service to Tacoma's Hilltop neighborhood and its residents, with her impact being irrevocably tied to her home, located at 1219 South 13th St, now 130 years old. It was in this home that Nettie taught music and Black history to youth. It was from this home that the Hilltop response to the flu pandemic of 1918 was coordinated. It was in this home that she founded the Tacoma CWC, and the first NAACP chapter west of the Rockies; and, it was in this home that the Black community gathered to address civil rights for Black people during the first half of the 20th century.

In early 2022, after many years' effort and with significant investment from the WA State Legislature, the Tacoma CWC purchased the Asberry Historic Home Site, bringing closure the first phase of this important project.

Now, the Tacoma CWC believes that the Asberry Historic Home Site should be restored and managed for community benefit, implementing a long-time vision of a full historic restoration of the home with special consideration to Nettie's famed front music room. To fulfill this vision, we intend to complete a community-led design process to create a space for Black cultural reclamation. This is a special opportunity for this community to advance and protect urban historic preservation of a Black-centric sites in a city with too few examples of such.

LOGO SUBMISSIONS

SHOW YOUR WORK! (Review) — Submit examples of your work to the link and answer a few short questions. A team of qualified community members will review each submission and will decide on the 10 finalists for a space on the **LOGO** cohort.

SCHEDULE & TIMELINE

ACTIVITY	DATE
Call to Artists	April 2
Show your Work! deadline	May 16
Review of applications	May 17 – June 1
Cohort Invitations	June 7

CREATE YOUR LOGO! (Original work) — The ten (10) artists chosen to create original work in the form of a **LOGO** for the Asberry Historic Home Site project will have two months to submit their work for review. Once submitted, the **LOGOs** will go through multiple community review processes prior to the Asberry project team making the final choice for project use.

SCHEDULE & TIMELINE

ACTIVITY	DATE
Information session	June TBD
Cohort acceptance	June TBD
Create your LOGO! kick-off	July 1
Submission deadline	September 1
Artist payment	September TBD
Forterra CIC review	September 8-15
Public invitation to review	September 16-30
Final project team review	Oct 1
LOGO is chosen!	October TBD

SCOPE OF WORK

The **LOGO** needs to be original work and relevant to the Asberry Historic Home Site project.

It does not need to include a photo or likeness of Nettie, but there must be a connection of some kind to her or her work.

The **LOGO** should have an original version (whether digital or hard copy) but needs to be digitized in high resolution when submitted.

HOW TO APPLY

Artists may apply online at <https://tinyurl.com/AsberryLOGO>

- All respondents are asked in the application to submit examples of their artwork
- Requests for clarification must be made via email prior to the application deadline
 - Nicholas Carr, Director at Forterra: ncarr@forterra.org
 - Carol Mitchell, Asberry Historic Home Site Project Lead: carol7084@comcast.net

SHOW YOUR WORK!

- ✓ Applications must be received by 9 A.M. Pacific Time on Monday May 16, 2022

CREATE YOUR LOGO

- ✓ Submissions must be received by 9 A.M. Pacific Time on Thursday September 1, 2022



CWC

The Tacoma City Association of Colored Women's Clubs, Inc (Tacoma CWC) is a non-profit organization established exclusively for charitable service. The Association's mission is to promote and improve health, education, economic and cultural awareness so that lives and relationships are improved, and the quality of the community is enhanced.

IBJ

The purpose of the Institute for Black Justice (IBJ) is to relentlessly pursue equity and justice for all.

The IBJ's mission is three-fold:

- to be an advocate for fairness and equity;
- to be an accelerator of justice system transformation; and,
- to be an accomplice to credible social justice influencers and the communities they serve.



FORTERRA

Forterra is a Washington-based nonprofit that enhances, supports, and stewards the region's most precious resources— its communities and its ecosystems. Forterra conserves land, develops innovative policies, and supports sustainable rural and urban development. In its 30-year history, Forterra has helped conserve more than 250,000 acres, with its work stretching from the farmlands and river canyons of Yakima to the estuaries and forests of Washington's coastline.