



GARDEN

House Artist

REQUEST FOR PROPOSAL



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TD Garden House Artist is part of Access The Arts powered by TD Bank. This is a program designed to commission local artists to create transformative works in and around TD Garden.

This opportunity is open to all New England-based visual artists who have demonstrated resilience and excellence on their path toward their art career. Artists participating in this program receive an artist fee, support for research, development, supplies and marketing.



TIMELINE

SEPTEMBER

RFP Announced

OCTOBER

Selection & Announcement

OCTOBER/NOVEMBER

Planning & Creation

JANUARY

Install & Unveil

SELECTION PROCESS

The artist will be selected by the TD Garden House Artist Selection Committee. The selected artist will receive a \$10,000 commission, installation, marketing and promotional support from TD Garden.



House Artist Theme

TD GARDEN TURNS 30

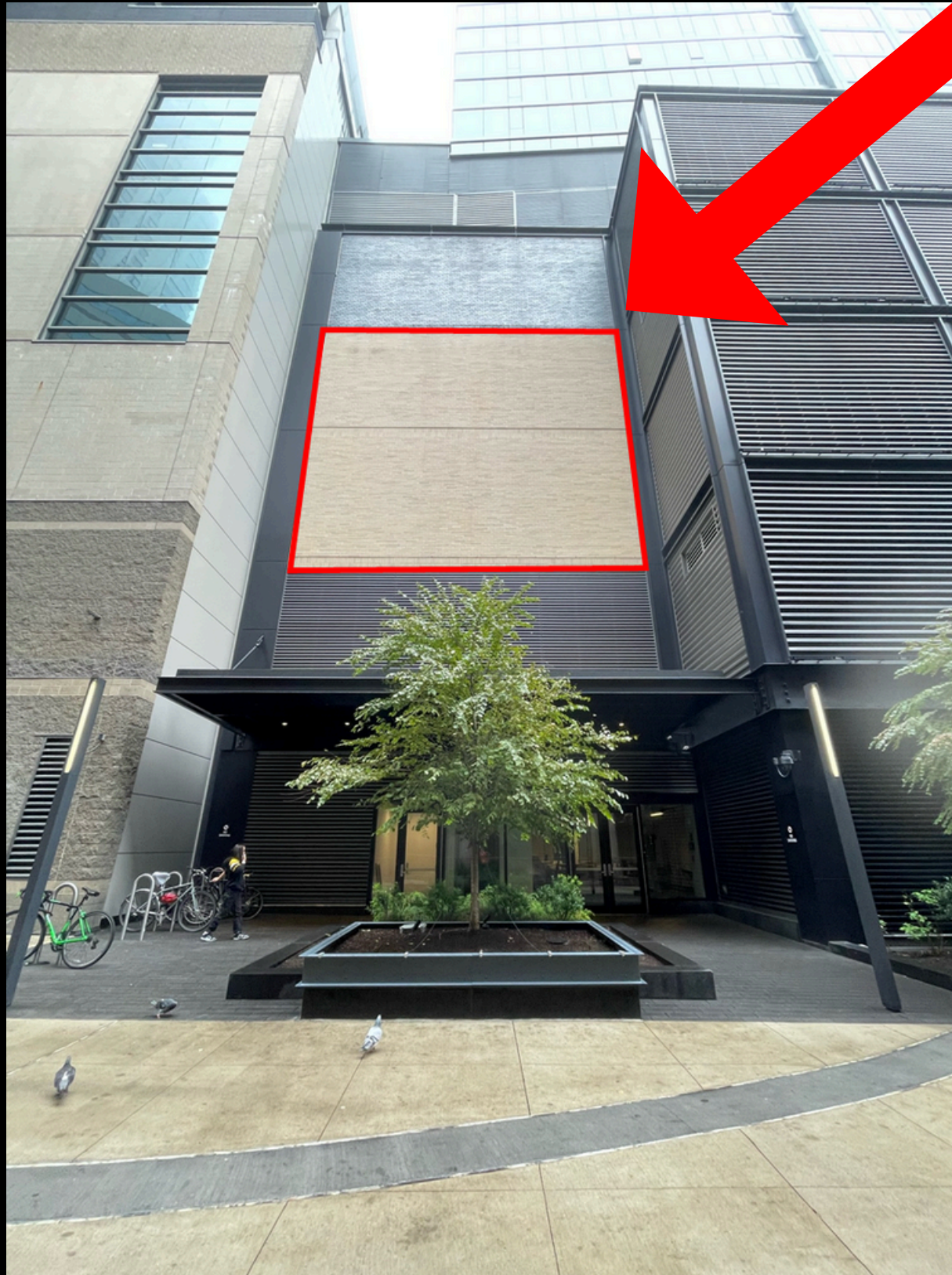
Suggested Theming Elements & Guidelines

- Championships
- TD Garden Eras ('95-'05; '05-'15; '15-'25)
- Players, Performers & Icons
- Then and Now: Legendary Transformation
- The Heart of Boston Sports & Entertainment
- North End x West End Community Moments

TD GARDEN BRAND COLORS

Pantone	361	123	BLACK
CMYK	C: 69 M: 0 Y: 100 K: 0	C: 0 M: 24 Y: 94 K: 0	C: 0 M: 0 Y: 0 K: 100
Hexadecimal	#34b233	#ffc425	#000000
Web Safe	#66cc33	#ffcc33	#000000

EXHIBIT ACTIVATION SPACE



This location is highly visible, located outside TD Garden along the West Walkway off of Causeway Street. It is situated above The Hub on Causeway's Community Room.

Approx Measurement: 33 ft. x 31 ft

Example:
2024 TD Garden House Artist
Artist: Anna Dugan
Theme: A Celebration of Belonging



Example:
2025 TD Garden House Artist
Artist: Massiel Grullon
Theme: Women In Sports

