



**PEROT MUSEUM TEAMS UP WITH AFRICAN AMERICAN MUSEUM, DALLAS,
TO SEEK DESIGNER FOR A STAIRCASE IMAGE SPOTLIGHTING
AFRICAN AMERICAN LEADERS IN SCIENCE – PAST AND PRESENT**

A call for entries is underway for an African-American designer from the Dallas/Fort Worth region to create a vibrantly colored image to be installed on the Perot Museum's large, outdoor staircase

PRIZE: \$5,000; NO SUBMISSION FEES

ENTRY DEADLINE: OCTOBER 30, 2020

JURIED COMMISSION RULES

[APPLY HERE](#)

OVERVIEW

In partnership with the **African American Museum, Dallas**, the **Perot Museum of Nature and Science** (collectively referred to herein as the “Museums”) is conducting a call for entries for a staircase commission to create a vibrantly colored and eye-catching site-specific creative design that celebrates African-American leaders in science – from history and modern day – who have made significant contributions to STEM (science, technology, engineering and math). The Staircase Project is presented by **Kroger**.

The creative design will be reproduced on weatherproof, vinyl materials and professionally installed on the Perot Museum's large, multi-story outdoor staircase facing Field Street, a main thoroughfare into Downtown Dallas.

To spotlight the artistic talent in the Dallas/Fort Worth region, the Perot Museum will commission an African-American creative designer who resides in North Texas to design the image. Entries will be judged by a diverse, blue-ribbon panel comprised of regional leaders representing the arts, education and STEM business communities. **SEE [RULES SECTION #1 FOR A LIST OF THE JURIED PANEL.](#)**

The winning designer will be awarded a prize of \$5,000. The deadline to enter is October 30, 2020, and the winner will be notified of his/her selection by no later than December 1. There is no submission fee.

For images and videos of past staircase installations along with design templates, [CLICK HERE](#).

Entrants will be provided a suggested list, compiled by the African American Museum, of extraordinary scientists, inventors and innovators – both local and national – to inspire creativity for the design. These leaders include famed agricultural inventor and “Wizard of Tuskegee” **George Washington Carver**, NASA’s **Mary Winston Jackson** (who was portrayed in *Hidden Figures*), father of the blood bank **Dr. Charles Drew**, and telecommunications inventor **Shirley Ann Jackson**, the first African-American woman to earn an MIT doctorate. North Texas STEM leaders (born and raised in Dallas) include **Dr. John H. Hopps**, an American physicist and deputy Undersecretary of Defense, and **Otis Frank Boykin**, an engineer, entrepreneur and American inventor with approximately 26 patents. Other noteworthy African-American STEM leaders also may be included, and a mix of men and women leaders from both history and modern day is recommended. **SEE END OF [RULES SECTION](#) FOR PHOTOS, BIOS AND QUOTES.**

The staircase design may be used for other graphic purposes, such as elevator signage, crosswalk banners, window graphics, posters and more. However, the Museums are not obligated to use any artist submissions for any purpose.

Participants must be a U.S. citizen 18 years of age and older, and collaborations of up to two individuals are allowed. Submission requirements include an overall image and detailed specs, artist statement, short bio and photo for promotional purposes. Finalists will participate in mandatory interviews – conducted in person or virtually – with the judges. Additionally, the winning designer may participate in media interviews and other promotional efforts. The winning designer will be required to sign additional documents such as an Appearance Release and/or license prior to participating in any interviews or other appearances.

The Perot Museum of Nature and Science is located at 2201 N. Field St., Dallas, Texas 75201. For more information, contact info@perotmuseum.org.

Because the Perot Museum and the African American Museum are both 501(c)3 nonprofit organizations, entries must be non-political and non-violent in nature.

The top cultural attraction in Dallas/Fort Worth and a Michelin Green Guide three-star destination, the **Perot Museum of Nature and Science’s** mission is to inspire minds through nature and science by delivering exciting, engaging and innovative visitor and outreach experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. Learn more at perotmuseum.org.

The **African American Museum, Dallas**, located in Dallas’ historic Fair Park, is the only museum in the Southwestern United States devoted to the collection, preservation and display of African American artistic, cultural and historical materials that relate to the African-American experience. Learn more at aamdallas.org.

- continued -

JURIED COMMISSION RULES

1. PRIZE AND JURIED PANEL

- The winning entry will be awarded a prize of \$5,000, and the winner will be contacted no later than December 1, 2020.
- Entries will be judged by a diverse, blue-ribbon panel comprised of regional leaders representing the arts, education and STEM business communities. The panelists are:
 - **Lauren Cross, Ph.D., MFA**, Program Coordinator & Assistant Professor, Interdisciplinary Art and Design Studies, College of Visual Art and Design, University of North Texas
 - **W. Marvin Dulaney, Ph.D.**, deputy director and chief operating officer of the African American Museum, Dallas, and former chairman of the history department at The University of Texas at Arlington
 - **Byron Sanders**, president and CEO, Big Thought
 - **Linda Silver, Ed.D.**, Eugene McDermott Chief Executive Officer, Perot Museum of Nature and Science
 - **Arthur Simmons**, Quality Systems Management | Processes & Analytics, Texas Instruments
- All federal, state and/or local income and other taxes related to the acceptance and/or use of the Prize, if any, are the Contest winner's sole responsibility and Museums have no obligation to pay therefor. The Contest winner may be required to complete and return an Affidavit of Eligibility/Liability Release and Publicity Release, tax forms, or other applicable documents, to claim the Prize, which must be completed and returned within five (5) business days.

2. APPLICATION FEE - NO SUBMISSION FEE. A purchase or payment will not increase your chances of winning.

3. ELIGIBILITY

- The entrant must be an **African-American creative designer or artist who resides in North Texas**.
- He or she must be **18 years of age or older and a U.S. citizen** at the time of entry.
- Collaborations of up to two individuals are allowed, and winnings may be shared. However, a lead entrant must be chosen to receive the winnings and serve as spokesperson for the submission. The lead entrant must submit a W-9 for payment.
- Any violation of these Rules may result in disqualification from the Contest. Museums have no obligation to notify violators of disqualification.

4. TIMETABLE

- **Entry deadline is Friday, October 30, 2020, by 11:59 p.m.**, and late submissions will not be accepted.
- An auto-reply will be sent upon receipt of the application. If an email is not received, please contact info(at)submitarts.com to make certain the submission was received.
- Pending delays related to the weather and/or public-health crisis, the design is expected to be installed within 30 days from the winner's notification.

5. THEME

- Entry must follow the theme of creating a vibrantly colored, eye-catching site-specific creative design that celebrates African-American leaders in science – from history and modern day – who have made significant contributions to STEM (science, technology, engineering and math).
- **SEE END OF THIS DOCUMENT FOR A SUGGESTED LIST OF AFRICAN-AMERICAN SCIENTISTS ALONG WITH THEIR BIOS, PHOTOS AND QUOTES.** Entrants may also spotlight other African-American STEM leaders and their discoveries or quotes – including those who have made significant, but lesser-known contributions. The design should include a mix of men and women leaders from both history and modern day.

6. SUBMISSION REQUIREMENTS

- Entrant must submit the following information to the [ONLINE APPLICATION HERE](#). For collaborations, the bio and artist statement must come from the lead entrant but can include brief information about the co-collaborator. **BECAUSE THIS COMPETITION UTILIZES BLIND JUDGING, PLEASE DO NOT INCLUDE YOUR NAME(S) IN THE BIO OR ARTIST STATEMENT.**
 - Name, address, contact information (phone and email) and affiliation, if desired (i.e. university student, etc.). Please provide website link, if applicable.
 - A photo of the designer (can be a selfie, but image should not exceed 4MB)
 - A bio (500 words or less)
 - Artist's statement (500 words or less) that explains the inspirations and thoughts behind the submission. Designers are encouraged to share any personal insights that affected their creative process.

NOTE: This is your opportunity to tell us a little bit about yourself, including your training, inspiration or anything you might like people to know about you and your submission. Please note that bios exceeding the word limit will be edited.

The bio and/or artist statement will be included in the overall evaluation of the entry, and designers who neglect to include a bio or artist statement will be automatically disqualified. The information from the bio, artist statement and excerpts from either one may be included in the official press release and on the website.

BECAUSE THIS COMPETITION UTILIZES BLIND JUDGING, PLEASE DO NOT INCLUDE YOUR NAME(S) IN THE BIO OR ARTIST STATEMENT.

- The submission must be an original creation by the designer and completed within the past five years.
- Because the Perot Museum and the African American Museum are both 501(c)3 nonprofit organizations, entries must be non-political and non-violent in nature. Submissions containing pornographic, obscene, offensive, sexually explicit, disparaging, defamatory, libelous, or other content which Museums in their sole discretion deem inappropriate or objectionable or which contain materials that may violate or infringe upon the rights of any person or entity, including, but not limited to, copyright and trademark rights will not be accepted.

7. INSTALLATION PROCESS

- The commissioned creative design will be reproduced on weatherproof, vinyl materials and professionally installed on the Perot Museum's large, multi-story outdoor staircase facing Field Street, a main thoroughfare into Downtown Dallas (the designer will not be involved in the installation).

8. IMAGE REQUIREMENTS

- Specs for the trapezoid-shaped staircase can be found at [THIS LINK](#).
- **DETAILS:**
 - **For the initial submission, entrants will be required to upload at least one and no more than three (3) jpg files. Image size should not exceed 4MB.**
 - **IMPORTANT: In the event his or her design is chosen as the winner, all entrants MUST have their submission prepared as Vector or Illustrator files with the artwork flattened and placed into the trapezoid-shaped template.**
 - After the winning design is chosen, the winner will have an opportunity to appropriately insert his or her signature into the staircase design.
 - **TIP:** Keep in mind that the winning artwork will be sliced up into four sections of nine strips, so please design accordingly. Text and smaller elements may not translate as intended (see example photos for reference)

- Final design should be flattened and placed on the “Artwork” layer in the provided template file.
- Vector elements should be used as much as possible to attain the best quality output.
- Raster images should be saved in JPG format, 72 dpi at final output size, in RGB color mode (or as close to this as possible)
 - 72 dpi at final size or proportional (144 at half size/288 at quarter size, etc.)
 - EXAMPLE: If your original image is 10” tall and will be output at 100” tall, your image should be 720 dpi.
- Specific colors should be tagged with the appropriate PMS color from the Windows/Swatch Libraries/ColorBooks/Pantone+ Solid Coated swatch library located in Adobe Illustrator.
- Don’t forget to include supporting images when submitting the design.
- Jpg image(s) should be clear and in focus.
- Once a winner is chosen, the Perot Museum may crop or color correct and ask the designer to make minor modifications of the design.
- The chosen design may be reformatted for use on the Museums’ websites, social-media channels and in marketing/public relations materials.

9. MARKETING AND PUBLIC RELATIONS

- The winning design and designer will be featured on the museums’ websites, in eblasts and on social-media channels.
- The winning designer will be promoted via a public relations campaign and may be asked to participate in media interviews and other promotional efforts, including special events (pending the public-health crisis). The winning designer may be required to sign additional documents prior to such participation including an Appearance Release and/or license.
- The winning designer is encouraged to link his/her social-media channels to the Perot Museum website where information about the stairway project can be found.

10. SUBMISSION INSTRUCTIONS

- Please complete the submission form and upload the image, bio, artist statement and photo to the [ONLINE APPLICATION HERE](#).

11. USAGE RIGHTS

- Designers who submit an entry and images to the Perot Museum must agree to the terms and conditions of this prospectus. In addition to the criteria mentioned in the previous sections, the following policies apply:
 - Submissions received after the posted deadline will not be considered.
 - Once a submission is made, no image substitutions may be made.
 - The Perot Museum reserves the right to extend deadlines or change the timetable.
 - By submitting work to be considered for the staircase, the designers/artists grant the Perot Museum of Nature and Science and the African American Museum, Dallas, a non-exclusive, royalty free, perpetual license to reproduce, distribute and publicly display the images of their artwork, and derivative works thereof, on the Museums’ websites, in marketing materials, on social-media channels, and in any other promotional materials in any medium.
 - The artist agrees that the Perot Museum of Nature and Science and the African American Museum, Dallas, can maintain an archive of the chosen artwork for posterity as part of a historical site record of past exhibitions.
 - All materials created by the Museums with the winning artworks, including the vinyl installation, shall remain the property of and shall be owned by the Museums.

12. RIGHT OF PUBLICITY AND MARKETING CONSENT. Except where prohibited by law, by participating in the Contest in any manner, including but not limited to by submitting your artwork, you consent to and grant Museums, and their respective parents, subsidiaries, divisions, related companies and advertising agencies and Museums' officers, directors, employees, agents, successors, assigns and licensees (collectively the "**Released Parties**"), the unconditional worldwide, perpetual, irrevocable, fully sub-licensable, and freely transferable right and permission, but not the obligation, to: (i) reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, edit, adapt, modify, create derivative works of, exhibit, and otherwise use your entry or any part thereof (with or without using your name) in any media (whether now or hereafter known) throughout the world for any purpose, without limitation, and without additional review, compensation, notice, or approval from you or any other party; and (ii) use your name, identity, likeness, distinctive appearance, image, portrait, picture, photograph (whether still or moving), voice, statements, biographical data, signature, testimonials, any other indicia or imitation of identity or likeness, in any media (whether now or hereafter known) throughout the world for any purpose, without limitation, and without additional review, compensation, notice, or approval from you or any other party. Submission of contact information in connection with this Contest (whether or not required) constitutes permission for Museums to use such information for administering the Contest. The contact information you provide will only be used in accordance with the Perot Museum's Privacy Policy, a copy of which may be located at <http://www.perotmuseum.org/about-the-perot/privacy-policy.html>.

13. RELEASE, INDEMNIFICATION AND LIMITATIONS OF LIABILITY. By participating in the Contest, entrants agree to refrain from instigating, supporting, maintaining, or authorizing any action, claim, or lawsuit, and agree to release, indemnify, defend and hold harmless the Released Parties from and against any and all losses, damages, rights, claims and actions arising out of participation in the Contest or receipt or use/misuse of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors or any errors made in the advertisement of the Contest; (d) errors in the administration of the Contest or the processing of entries; (e) claims based on publicity rights, defamation and/or invasion of privacy, moral rights, copyright infringement, trademark infringement or infringement of any other intellectual property right, and the collection, use and/or sharing by Museums of personally identifiable information of the entrants; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest. Entrants further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorney's fees. Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

14. INFORMATION

For more information, contact info@perotmuseum.org.

About the Perot Museum of Nature and Science. *The top cultural attraction in Dallas/Fort Worth and a Michelin Green Guide three-star destination, the Perot Museum of Nature and Science is a nonprofit educational organization located in the heart of Dallas, Texas. With a mission to inspire minds through nature and science, the Perot Museum delivers exciting, engaging and innovative visitor and outreach experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. The 180,000-square-foot facility in Victory Park opened in December 2012 and is now recognized as the symbolic gateway to the Dallas Arts District. Future scientists, mathematicians and engineers will find inspiration and enlightenment through 11 permanent exhibit halls on five floors of public space; a children's museum; a state-of-the art traveling exhibition hall; and The Hogle Foundation Theater. Designed by 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects, the Victory Park museum has been lauded for its artistry and sustainability. To learn more, please visit perotmuseum.org*

The Perot Museum of Nature and Science is located at 2201 N. Field St., Dallas, Texas 75201.

About the African American Museum, Dallas. *The African American Museum, Dallas was founded in 1974 as a part of Bishop College. The Museum has operated independently since 1979. For more than 40 years, the African American Museum has stood as a cultural beacon in Dallas and the Southwestern United States. Located in Dallas' historic Fair Park, the African American Museum is the only museum in the Southwestern United States devoted to the collection, preservation and display of African American artistic, cultural and historical materials that relate to the African-American experience. The African American Museum incorporates a wide variety of visual art forms and historical documents that portray the African American experience in the United States, Southwest, and Dallas. The Museum has a small, but rich collection of African art, African-American fine art and one of the largest African American folk-art collections in the United States. Learn more at aamdallas.org.*

The African American Museum, Dallas is located at historic Fair Park at 3536 Grand Ave., Dallas, Texas 75210.

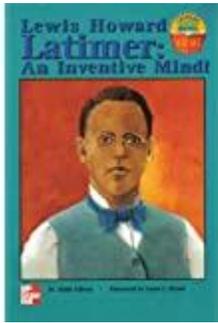
###

**NOTE: SUGGESTED LIST OF SUGGESTED LIST OF AFRICAN-AMERICAN SCIENTISTS
WITH BIOS AND QUOTES ON NEXT SEVERAL PAGES**

SUGGESTED LIST OF AFRICAN-AMERICAN SCIENTISTS WITH BIOS

NOTE: Other noteworthy African-American STEM leaders may be included, and a mix of men and women leaders from both history and modern day is recommended.

	<p>Ernest E. Just (1883-1941)</p> <p>Scientist and biologist. He made significant contributions to the fields of invertebrate zoology and embryology. In his research, he tried his best to simulate a natural environment for the study of whole cells instead of breaking them down in laboratory conditions. As he emphasized that the conditions in the laboratory should be closest to the natural environment, he is regarded as one of the pioneers among the ecological developmental biologists. His work on experimental parthenogenesis has played a vital role in the growth of modern evolutionary and developmental biology.</p>
	<p>Mary Winston Jackson (1921-2005)</p> <p>First African American female engineer for NASA. One of the outstanding women “computers” in the film “Hidden Figures.”</p>
	<p>Elijah McCoy (the “Real McCoy”) (1844-1929)</p> <p>Obtained 50 patents for his inventions. Inventor of the automatic lubricator cup for steam engines</p>



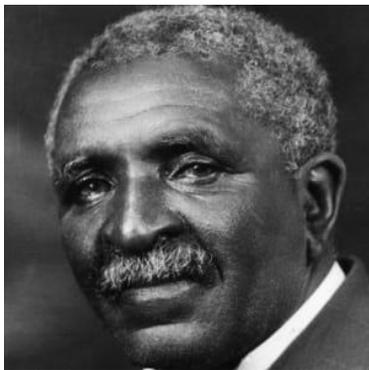
Lewis Latimer (1848-1928)

Inventor and assistant to Thomas Edison.
Patented the light bulb and an early version of the telephone



Shirley Ann Jackson (b. 1946 -)

First African American woman to earn a doctorate at M.I.T. Her telecommunications research at Bell Laboratories led to the invention of the portable fax, touch-tone telephone, solar cells, fiber-optic cables, and the technology behind caller ID and call waiting. Appointed chair of the U.S. Nuclear Regulatory Commission by Bill Clinton. In 1999, she became President of Rensselaer Polytechnic Institute.



George Washington Carver (1866-1943)

“Wizard of Tuskegee” who developed hundreds of products from peanuts, yams and other commonly-used items. Founded the Tuskegee Museum at Tuskegee University. Ran the agricultural assistance program that helps farmers throughout the state of Alabama.



John H. Hopps (1939-2004)

American physicist and U.S. government leader. A native of Dallas and a Dallas ISD **Lincoln High School** graduate, Hopps held degrees from Morehouse College, Massachusetts Institute of Technology and Brandeis University. In 1992, Hopps joined the National Science Foundation, where he was director of the division of materials sciences, and in 1995 returned to Morehouse, where he became provost and senior vice-president. Hopps was appointed by President George W. Bush as deputy Undersecretary of Defense, in 2001, where he oversaw research for defense and engineering. He is noted for his work on fiber optics. **The Dr. John H. Hopps Jr. Defense Research Scholars Program** continues to advance the core federal and Department of Defense missions of increasing the participation of underrepresented minority students in scientific research and ensuring minority participation in emerging scientific and technological fields.



Mae Jemison (b. 1956 -

Astronaut, physician and engineer.
First African American female astronaut.



Charles Drew (1904-1950)

Father of the blood bank. Physician who developed the process for preserving blood plasma, a *revolutionary innovation that saved thousands of lives during World War II.*



Otis Frank Boykin (1920-1982)

Engineer and American inventor with approximately 26 patents. The Dallas native graduated from Dallas ISD's **Booker T. Washington High School** as valedictorian, attended Fisk University and Illinois Institute of Technology. He succeeded in business, working in several high-level positions at major companies and eventually became an entrepreneur and consultant with offices in the U.S. and France. Boykin is best known for inventing electronic control devices for guided missiles, IBM computers and the pacemaker. His most famous invention was likely a control unit for the artificial cardiac pacemaker that uses electrical impulses to maintain a regular heartbeat. Other notable inventions include a variable resistor used in guided missiles and a burglar-proof cash register.



Lonnie G. Johnson

For years, Lonnie G. Johnson has been inventing thermodynamics systems for NASA and other organizations, but he won his greatest fame for re-inventing the squirt gun, Super Soaker®, a top seller in the 1990s.

He has since been developing the Johnson Thermoelectric Energy Converter (JTEC), an engine that converts heat directly into electricity, which Johnson sees as the path to low-cost solar power.

QUOTES FROM AFRICAN-AMERICAN SCIENTISTS

NOTE: Other noteworthy African-American STEM leaders also may be included, and a mix of men and women leaders from both history and modern day is recommended.

Charles Drew

“I feel that the recent ruling of the United States Army and Navy regarding the refusal of colored blood donors is an indefensible one from any point of view. As you know, there is no scientific basis for the separation of the bloods of different races.”

Ernest E. Just

“We feel the beauty of nature because we are part of nature and because we know that however much in our separate domains we abstract from the unity of Nature, this unity remains. Although we may deal with particulars, we return finally to the whole pattern woven out of these.”

“A group is often slower to see the flame of truth than a single open-minded individual. A group must be conservative and being so may run the danger of attempting to hold with both the old and the new—an impossibility when one is incompatible with the other.”

“Life as an event lies in a combination of chemical stuffs exhibiting physical properties, and it is in this combination, i.e. its behavior and activities, and in it alone that we can seek life.”

Shirley Ann Jackson

“I was educated to address complex problems by having an intuition about the answer and by learning to break the problems down into parts that can be more easy to solve. So, I view myself as a *visionary* and a *pragmatist*.”

“Treasure curiosity and nurture your imagination. Have confidence in yourself. Do not let others put limits on you. Dare to imagine the unimaginable.”

“We need to go back to discovery, to posing a question, to having a hypothesis and having kids know that they can discover the answers and peel away a layer.”

Mary Winston Jackson

“Every time we get to the finish line they move it. Every time.”

“We have to do something like this to get them interested in science. Sometimes they are not aware of the number of black scientists, and don't even know of the career opportunities until it is too late.”

Lewis Latimer

“We create our future, by well improving present opportunities: however few and small they be.”

“Add to this the pride of achievement; the desire to rank among the successful souls on earth, and we have the factors which have brought some of the ablest of human beings into the limelight that revealed them to an admiring world, as leaders and examples.”

“The two fortresses which are the last to yield in the human heart, are hope and pride.”

Mae Jemison

“Sometimes people ask me how difficult the astronaut program was, but being in Sierra Leone, being responsible for the health of more than 200 people, seven days a week, 24 hours a day, 365 days a year, at age 26 - that prepared me to take on a lot of different challenges.”

“Science provides an understanding of a universal experience. Arts provide a universal understanding of a personal experience.”

“I always knew I'd go to space.”