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DESTINATION CLEVELAND ISSUES CALL FOR ARTISTS INTERESTED IN DESIGNING PHOTO-OP SCULPTURE CELEBRATING CLEVELAND'S BRAND IDENTITY

Initiative will bring photo-ready art installations to Cleveland neighborhoods

Producer/Editor Note: Imagery of "changeable" elements inspiring the project can be found [here](#)

CLEVELAND (Oct. 22, 2025) – Destination Cleveland, the destination marketing and management organization for Greater Cleveland, is seeking local artists to design a photo-op sculpture that represents the Cleveland brand and creates social media-friendly landmarks that encourage visitors and residents to share their love of The Land and its neighborhoods. The organization is looking to build on the success of the iconic Cleveland Script signs with the new art installations.

The [call for qualification submissions](#) is open to artists at any stage of their career. Destination Cleveland strongly encourages applications from artists residing in the City of Cleveland and elsewhere in Northeast Ohio. Interested artists have until November 21 to submit the requested information, including a statement of interest and relevant portfolio images, for consideration. Following qualification review, a pool of eligible artists/artistic teams will be invited and provided a \$1,000 stipend to produce a project-specific design. The final artist/artistic team will be selected in February 2026. Installation is slated for summer 2026.

The new installation is intended to be a life-sized sculptural piece that includes an area or element that can be customized to celebrate different holidays, major events or to reflect the surrounding neighborhood. Examples of these types of elements include the "windows" that are placed at Cleveland Script signs for major events as well as the changeable "O" in the "Long Live Rock" sign at the Rock & Roll Hall of Fame.

The initial sites proposed for the sculptures are Playhouse Square Plaza and CentroVilla25 in the Clark Fulton neighborhood. Destination Cleveland hopes to find a replicable design that can be repeated across other neighborhood public spaces.

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ABOUT DESTINATION CLEVELAND: Destination Cleveland is Cleveland's destination marketing and management organization. The private, non-profit organization's mission is to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity and contagious passion. In 2024, visitation increased for the fourth straight year to 18.6 million visits, with visitor spending infusing a record-high \$6.9 billion into the local economy. For more information, visit www.thisiscleveland.com