



# Open Call for YOUTH Artists (Ages:14-24)

## Motor City Makeover T-Shirt Design Contest

Deadline to apply: 4/22/2026

Motor City Makeover 365, Detroit's annual citywide volunteer cleanup and beautification initiative, is seeking one (1) youth (age: 14 to 24) artist to create impactful design/artwork promoting the message: KEEP DETROIT CLEAN.

### About Motor City Makeover

For over 30 years, Motor City Makeover has united thousands of volunteers to revitalize neighborhoods, parks, playgrounds, businesses, schools, and places of worship. Strong partnerships with block clubs and neighborhood associations have been essential to the success of this initiative.

Artists will contribute designs that inspire and reinforce Detroit's commitment to cleanliness and beautification. Selected works should align with the mission of Motor City Makeover and be showcased as part of this citywide effort. Signs will be printed and installed in community spaces of various neighborhood associations and/or Block Clubs.

Learn more about Motor City Makeover [here!](#)

The poster features a green header with the text "motor.city makeover" and a gear icon containing the number "365". Below the header, it says "Take Pride In Your Neighborhood — Register Your Project Today". The dates and districts are listed: "2026 Saturday, May 2 | District 1, 2, 3", "Saturday, May 16 | District 4, 5", and "Saturday, May 30 | District 6, 7". A central message reads: "Together, we are building a cleaner, greener, and more connected Detroit—one neighborhood at a time. Register your project for Motor City Makeover 365!". Below this, it states: "Groups must register with the City of Detroit to receive supplies, flowers, and trees and for special pickups. After registering, your District Manager will provide supply and flower pick-up information to support your project." Registration information is provided: "To register, call (313) 224-4415 or go to motorcitymakeover.org". The bottom of the poster features a row of colorful flowers and the City of Detroit logo with the text "City of Detroit Office of Services Department of Neighborhoods". The slogan "Keep Detroit Clean" is prominently displayed in the lower middle section.



## **ATTENTION: FOR ARTISTS UNDER 18**

**(This will be on the online application as well)**

To our young creators,

You're leading the way, but we need your parents or guardians to sign off on your art submission. Please have them complete the section below and include it with your design submission.

### **Parental/Guardian Consent for Minor Participation for Artist Under 18**

I, \_\_\_\_\_, parent or legal guardian of [Minor's Name: \_\_\_\_\_], give permission for my child to participate in the Motor City Makeover T-Shirt Design Contest.

I acknowledge that:

1. I have reviewed the rules and agree to them on behalf of my child.
2. I grant permission for my child to participate in this initiative with the City of Detroit.
3. I understand that the organizers are not responsible for any loss, damage, or injury that may occur during participation.

**Parent/Guardian Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### **2026 MCM Youth T-Shirt Design Project Goals**

- **Claim Your Space / Create High-Impact Design:** We want to amplify youth art to lead the way by turning T-shirts into high-quality, professional canvases. Every design should be a visual power statement that proves when we keep Detroit clean, we Rise Higher. Create vibrant, sharp artwork that shows the world: this is our city, our time, and our masterpiece.



- **#KeepDetroitClean:** Create a bold design that flips the script on environmental hustle. Use the city’s language to turn this t-shirt into a visual anthem for Motor City Makeover, making cleanliness look good and community pride look even better.
- **The Walking Mural / Youth-Led Hustle:** Turn every sidewalk into a runway and every T-shirt into a conversation starter. We’re putting high-energy, Detroit youth-made art on the move to create a power statement. When our young creators create their designs, they give the neighborhood a reason to stop, look, and see the next generation taking charge.
- **Squad Up & Flex that Detroit Energy:** Art is from the heart and the 2026 Motor City Makeover through the eyes of the youth will be how we flex our resilience and show everyone exactly how Detroit gets it done.
- **Keep the Energy Going (Sustainability)** This isn’t a one-time thing. We’re going to keep this going...where keeping the city clean is the standard, not a task. We want to inspire habits that keep Detroit looking sharp for years to come.
- **Level Up the Legacy / The Youth Pathway:** We’re blending 30 years of Motor City Makeover tradition with new-school creativity by bridging the gap between young artists and local block clubs. By linking the next generation with neighborhood leaders, we’re making sure youth voices are heard and their work is seen citywide, keeping up with the mission that revitalizing Detroit never goes out of style.

### **Project Timeline**

- Early April 2026: Open Call Released
- April 22, 2026: Application/Open Call Closes
  - Questions Submit to [Bethany.Howard@detroitmi.gov](mailto:Bethany.Howard@detroitmi.gov)
- May 2026: Shirts with the winning design will be worn during Citywide Clean-up/Beautification Days

### **YOUTH ARTIST DELIVERABLES**

Designs will also be printed on T-Shirts for distribution at the Motor City makeover events and will need to be converted by the artist into a 3-color print.



All Designs must be submitted in digital form and must be high resolution and preferably vector.

### **City Walls/Department of Neighborhoods/Spacelab Detroit Responsibilities**

- Coordinate reviews and approvals for artist selection and concept development
- Support marketing, documentation, and public engagement
- Distribute shirts during Motor City Makeover Days

### **Artist Creative Ownership & Rights**

By submitting your artwork, you agree to the following:

- **Artist Credit:** You will always be recognized as the creator of the work. We want the city to know your name!
- **Usage Rights:** Upon receipt of the award/stipend, the City of Detroit will hold the right to use, reproduce, and distribute the design on t-shirts, signs, and promotional materials to support our mission of keeping Detroit clean.
- **Originality:** You confirm that this design is your own original work and doesn't use any copyrighted images or logos from other brands.
- **Selection Disclaimer:** You acknowledge that your design will be reviewed by a committee from the Department of Neighborhoods, General Services, and Youth Affairs. All decisions made by the selection panel are final.

### **Youth Award**

**Winner/Selected Design: \$250 for** a single, 3-color print, digital form and must be high resolution and preferably vector.

**2<sup>nd</sup> Place: \$150** Acknowledges the work put in even if their design isn't the primary one chosen.

**3<sup>rd</sup> Place: \$75** Acknowledges the work put in even if their design isn't the primary one chosen.

### **Social Capital**



- **The Signature:** Ensure the artist’s name (or social media handle) is printed somewhere on the shirt (e.g., on the sleeve or under the back graphic). This turns the shirt into a certified art piece.

<b><u>Award Structure</u></b>	<b><u>Cash Prize</u></b>	<b><u>Extras</u></b>
<b><u>1st Place (Selected Artwork that will be used on the MCM T-Shirts)</u></b>	<b><u>\$250</u></b>	Name on the design. Youth Artist featured on social media.
<b><u>2nd Place</u></b>	<b><u>\$150</u></b>	All Artwork Displayed on City Websites. Youth Artist featured on social media.
<b><u>3rd Place</u></b>	<b><u>\$75</u></b>	All Artwork Displayed on City Websites. Youth Artist featured on social media.
<b><u>All Youth Participants</u></b>		All Artwork Displayed on City Walls & Department of Neighborhood City Webpages

### **The Selection Process**

Youthwork will be reviewed by a panel of leaders from across the city who are dedicated to Detroit’s future. To make sure the best Motor City Makeover design is chosen, representatives from the following departments will serve as our official judges:

- **Department of Neighborhoods (DON):** Looking for designs that represent block-by-block pride.
- **General Services Department (GSD):** Ensuring the artwork aligns with the city’s beautification & neighborhood revitalization standards.
- **Youth Affairs:** Focusing on the youth energy, youth voice, and youth style of Detroit’s next generation.

### **Application Requirements**



1. **Artist Statement:** Tell us how your design makes people want to keep Detroit clean and help the city Rise Higher?
2. **Preliminary Sketch:** Does the youth's art feel authentic to our city's culture, history, and strength?
3. **Quality & Clarity:** Is the design sharp, high-resolution or vector, and ready to be printed on a T-shirt?

Note: Submission Instructions

Submit applications via the online form:

<https://detroitmi.gov/departments/general-services-department/city-walls/call-artist>

For questions, contact: [Bethany.Howard@detroitmi.gov](mailto:Bethany.Howard@detroitmi.gov)

Help us make the city legendary and show the world how we Keep Detroit Clean.