

Coca-Cola Community Art Program at Mountain America Stadium, Home of the ASU Sun Devils

This is an ASU student award program that showcases artistic talents. The following call for artists is open to current ASU students. All majors are encouraged to apply.

The deadline to submit is Sunday, March 23, 2025 by 11:59 PM local Arizona time.

Program Overview

ASU 365 Community Union (further referred to as “365 CU”) activates Mountain America Stadium, Home of the ASU Sun Devils for non-athletic events. With the support of Coca-Cola, 365 CU commissions art space on a free-standing outdoor structure located on the [Coca-Cola Sun Deck](#) of Mountain America Stadium. The selected artwork will exist outdoors in the natural environment and elements from spring 2025 through spring 2026. This mural structure is positioned in a high traffic area that will be visible during game day events and to the public during the open stadium hours. The selected finalist(s) will be based upon the quality, originality, and craftsmanship of their past works and potential to make a significant artistic contribution to the Coca-Cola Community Art program. ASU reserves the right to determine the appropriateness of any and all submissions. The selected artist/artwork will be highlighted throughout the year during special event programming and will continue to promote the Coca-Cola Community Art Program, which began in fall 2023.

Design Criteria

The theme of this artwork is to celebrate global diversity and world culture, along with ASU’s [mission](#).

Students must submit from their portfolio original artwork that is representative of their ability to compose, design, and execute medium scale murals.

This work shall not contain images or messages that are political in nature, religious or that contain advertising or nudity.

Specifications for Mural

This feature wall consists of four sides and measures approximately 11 x 7.5 x 2.5 feet. **See images below.**

- (2) walls, north and south, approximating 11' x 7.5'
- (2) walls, east and west, approximating 7.5' x 2.5'

It is mandatory that the logo, "Coca-Cola Sun Deck" stays visible (high contrast to the background) as part of the mural design and is clearly visible. **See images below.**

Submission Process

Please submit proposals by emailing to 365CUCommunityArt@asu.edu.

Subject Line: Coca-Cola Community Art, [artist name]

Please include the following for your submission in the body of the email:

- Artist introduction summary and contact information (email + phone)
- Description of imagery and themes of proposed mural
- Example images representative of quality of work, via link to Dropbox or Google Drive folder (please no attachments to email)
- Any website or social media links that highlight previous work
- Any questions can be directed to the email address above.

Project Budget

365 Community Union is responsible for managing the project budget of \$1,000, which should include all costs of materials, labor, equipment, and any other expenses associated with the installation of the selected design. 365 Community Union will provide stadium access during agreed upon work hours and equipment (ladder, tarps, lighting, etc.) needed to complete the project.

Award

The selected student artist will receive a \$4,000 award upon completion of the project.

Timeline

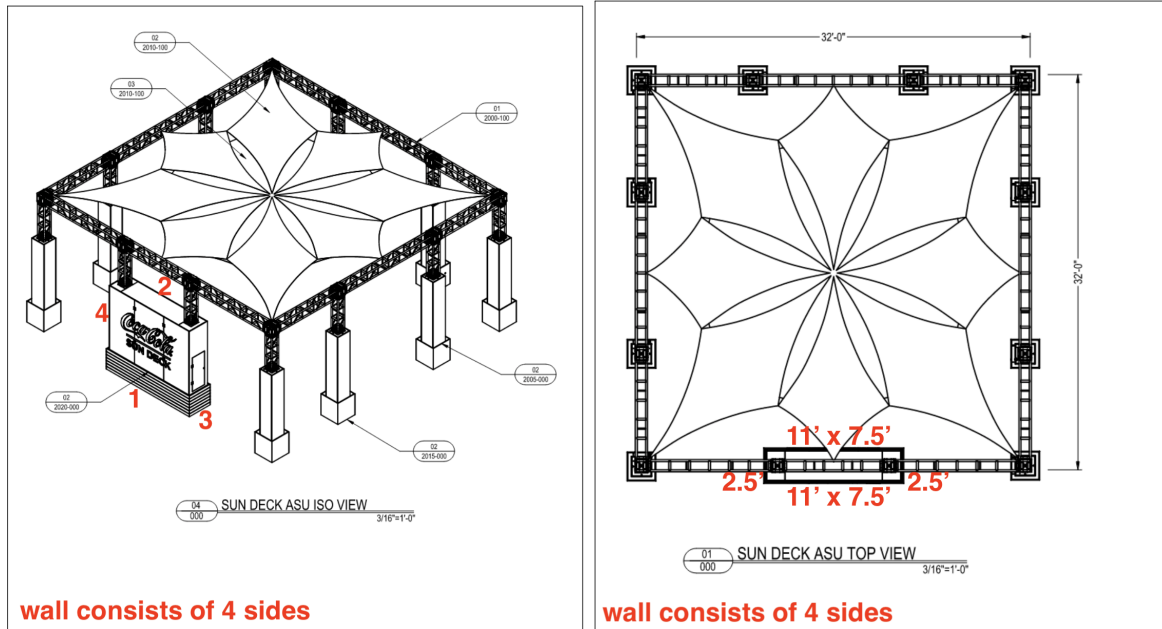
January 25, 2025	Call for Artists launched
March 23, 2025	Submissions due by 11:59 p.m. (local AZ time)
March/April 2025	Committee reviews submissions
March/April 2025	Finalist notified
TBD	Artwork begins
TBD	Artwork complete (Before the 1st home football game)

365 Community Union

Arizona State University's 365 Community Union is transforming the traditional stadium model into a year-round events center and entertainment district, creating a path for a sustainable stadium/arena environment. Strategically located in the heart of the Valley, the 365 Community Union is a diverse cultural hub where people can converge on ASU's Tempe campus to enjoy exciting and expansive programming designed for the entire community that will enthrall audiences of all ages and backgrounds. Learn more at asu365.events.

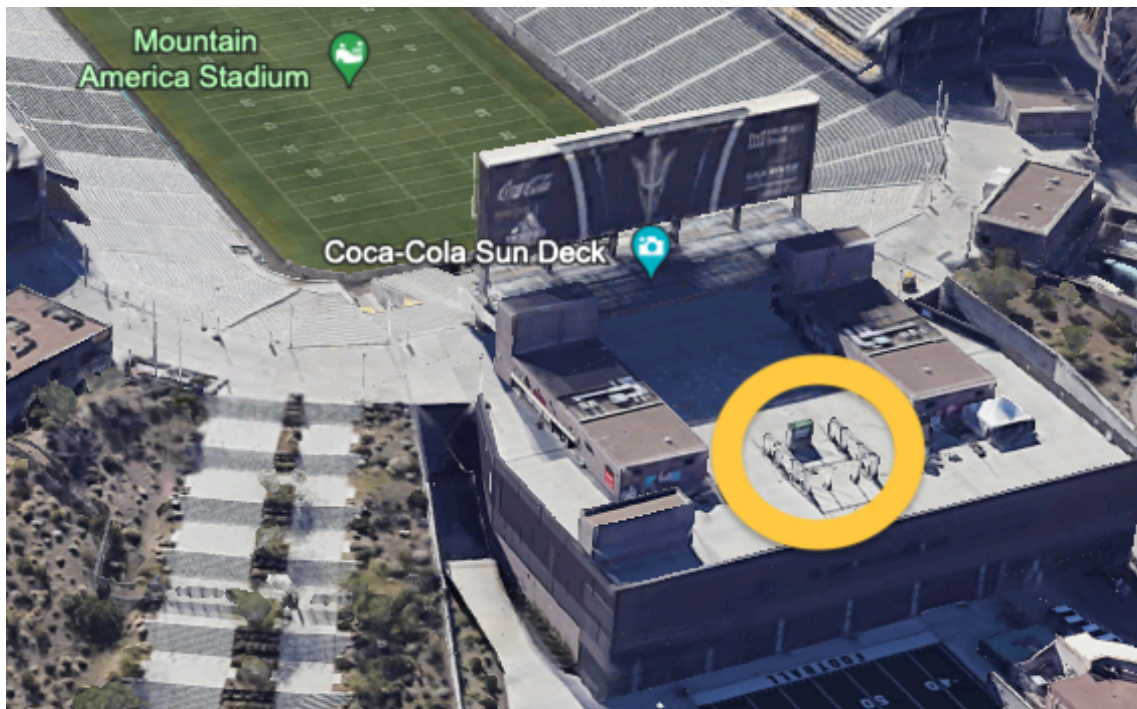
Mural Placement, Dimensions and Location

Coca-Cola Structure



Coca-Cola Sun Deck - Coca-Cola Structure - Location

(More info about the venue space online)



Coca-Cola Sun Deck Event Activation

Activated for private/public events and Sun Devil Football games



Past Artists

See additional images and video online: asu365.events/Community-Art-Program.

2024: Serena Teng, ASU Class of 2026

Congratulations to our first Coca-Cola Student Awardee, Serena Teng. Serena is a sophomore studying in painting and drawing & art education. Before college, she had more than 10 years of art experience and 6 years of professional art education. Serena works with multiple mediums including: acrylic, watercolor, charcoal, digital art, oil pastels, graphite, and ink.

Through her design she wanted to incorporate the theme "global culture" by creating a work that shows cultural items, clothing, or patterns that represent countries from all over the world. As ASU has such a diverse community, Serena shows the happiness and joy of sharing different cultures through the colors and intricate details. Some of the images in her mural include Desi accessories (India), Chinese traditional kites and fireworks, Venetian Masks (Italy), Hispanic women wearing the Huipil (Mexico), Greek pole with ceramic, African Fabric patterns, and more.

Learn more about Serena Teng at serenateng.art.

2023: Camila Ibarra, ASU Alumni

Congratulations to our first local artist selected for the Coca-Cola Community Art program, Camila Ibarra. Camila is a proud Mexican woman from Tucson, Arizona, who thrives on sharing her art and its message with the world. As an artist, her goal is to inspire passersby to pause, appreciate the vibrant visuals, and feel celebrated by the artwork's themes of cultural diversity and community acceptance.

Ibarra's passion for representing minority groups stems from her own experiences as a minority throughout life. From being a woman in engineering to being the only person of color in a room, she's often felt overlooked. However, she's come to realize that these unique experiences are what set her apart. When embraced with confidence, this uniqueness becomes a powerful tool. Through her art, Ibarra celebrates this power and hopes to inspire others to leverage their own uniqueness to their advantage.

Learn more about Camila Ibarra at www.camilaoncanvas.com.