

The Art Parade 2026 FAQ for Submitters

BASICS

What is The Art Parade? The Art Parade is a large-scale public procession on Museum Row, presented by LACMA in collaboration with Jeffrey Deitch on June 20, 2026. Originally conceived by Deitch and held in New York's SoHo from 2005–2008, this Los Angeles edition reimagines the event for L.A.'s creative community and celebrates the opening of the new David Geffen Galleries.

When and where does it take place? The parade takes place on June 20, 2026 on Museum Row (along Wilshire Blvd., Los Angeles). Exact route and logistics will be announced soon.

Who can apply? The Art Parade is open to everyone — emerging and established artists, creatives of all ages and backgrounds, and students. Individual artists, groups, and community-based organizations are all welcome to submit proposals.

SUBMISSION

What is the submission deadline? Proposals must be submitted by Sunday, May 10, 2026 at 11:59 pm PDT. You can save and update your draft on Submittable until you hit submit.

How do I apply? Apply through the LACMA proposal portal on Submittable at lacma.submittable.com/submit/351620/the-art-parade-2026. You'll need to create a free Submittable account if you don't already have one.

What materials do I need to submit? Your proposal should include: (1) a brief project description, (2) visual references, sketches, or documentation of the proposed or prior work, (3) estimated dimensions, materials, and construction approach, (4) number of participants, (5) description of any sound or performance elements, and (6) a short artist or group biography.

PROJECT REQUIREMENTS

What kinds of projects are you looking for? LACMA is seeking mobile, processional works designed for an outdoor public setting. This includes carryable sculptures (handheld, wearable, or group-carried), costumes conceived as sculptural works, banners/flags/standards for group participation, inflatable artworks, performance/dance/musical acts, and interdisciplinary projects combining visual art, performance, and sound. Collaborative and community-centered proposals are especially encouraged.

Are motors or vehicles allowed? No. All works must be human-powered - no motors or vehicles. Limited electronic amplification is permitted for sound elements.

Can I bring animals? No. Animals are not permitted in the parade for health and safety reasons.

Are there content restrictions? Yes. All signage, costumes, and artworks must be suitable for an all-ages public audience. Projects should be visually engaging, conceptually strong, and appropriate for a diverse community event.

FUNDING & OWNERSHIP

Is there any funding available? Yes. Each accepted proposal will receive a discretionary supplies stipend of up to \$500.

Who owns the work after the parade? You do. All signage, costumes, and artworks remain the property of the participants at the conclusion of the parade.

REVIEW PROCESS

How are proposals selected? Proposals are reviewed by a curatorial team led by Jeffrey Deitch in collaboration with LACMA staff. Selection is based on artistic merit, clarity of concept, feasibility, and relevance to the goals of The Art Parade and LACMA's public programming mission.

When will I hear back? Jury decisions are shared via email on a rolling basis. If accepted, you must confirm your participation within five days of notification.

CONTACT

Who do I contact with questions? Email educate@lacma.org with "Art Parade" in the subject line.