



ARTIST DETAILS

This is Round 3 - the Final Round of the Morehead Turtle Walk.

The Turtle Art Project

Inspired by the spirit of the turtle, a community-driven initiative was created to celebrate Morehead's connection to the trail (see sidebar). Local and regional artists are invited to paint and embellish turtle statues, with sponsors supporting artists to bring these unique pieces to life.

This project is partially funded by the Morehead-Rowan County Tourism Commission, with special thanks to LexArts and Lexington's Horse Mania program for sharing insights and inspiration. As Horse Mania set out to instill "an understanding and enjoyment of public art" in Lexington, Morehead embraces a similar vision—uniting art, history, and nature together through the enduring symbol of the turtle.

Call for Artists: Design and Paint Turtles for Public Art in Morehead, Kentucky

We are seeking artists—whether self-taught or professional—to design and paint turtle statues as part of a public art initiative in Morehead. Artists will be selected based on a jury review of their designs.

Artist Fee and Supplies

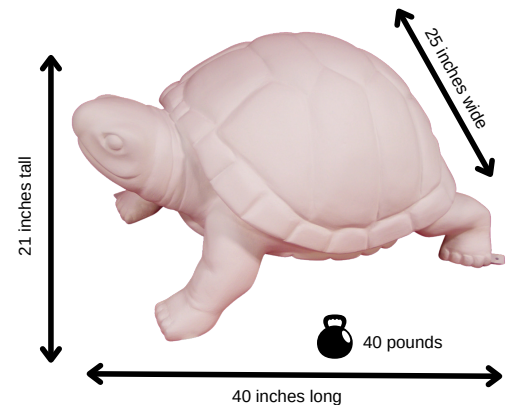
Morehead-Rowan County Tourism will provide a contracted artist fee of \$500, with an additional \$250 allocated for supplies. While this fee is intended to assist with material costs, it may not fully cover all expenses required to complete the selected design. (Please note: The fee was determined with input from artists familiar with material costs, other expenses, and standard industry rates.)

Turtle Pickup and Transportation

Artists will be responsible for picking up the turtle from the initial delivery point in Morehead at their own expense. Turtles weigh approximately 40 pounds and measure 40" long, 21" tall, and 25" wide. They can be transported in an 8-foot pickup truck, SUV, or, as demonstrated by previous artists, even in a car.

Trademark and Usage Guidelines

The Morehead-Rowan County Tourism Commission (MRCTC) has initiated the process of trademarking the Morehead KY Turtle Walk with the Kentucky Secretary of State. Once finalized, any use of the Morehead Turtle Walk name, logo, or branding will require the express written permission of MRCTC.



Morehead: A Kentucky Trail Town Honoring the Turtle

In July 2014, Morehead became the third certified Kentucky Trail Town, earning this designation just two weeks before the Sheltoewe Trace National Recreation Trail was rerouted down Main Street. Today, Morehead remains the only city in Kentucky with a national recreation trail running through its downtown.

The Story of Sheltoewe and the Turtle

The name Sheltoewe traces back to early explorer Daniel Boone, who was given this name by Chief Blackfish of the Shawnee in 1778 upon being adopted into the tribe. Sheltoewe, meaning "big turtle," was inspired by Boone's broad shoulders and strong presence. The Sheltoewe Trace National Recreation Trail carries on this legacy, marked by its distinctive turtle logo—a nod to the land turtles that symbolize resilience and endurance.



PROJECT TIMELINE

🎨 April 1 –
Call for Artists

📅 May 16 –
Artists Submittal Deadline

🔍 June 2-6 –
Jury Review

🏠 July 1 (tentative) –
Tourism Receiving Turtles

- Return the completed packet to the Rowan County Arts Center, 205 East Main Street or scan and email to events@moreheadtourism.com
- Morehead Turtle Walk is limited to Morehead and Rowan County ONLY.