

LOCAL

Meijer seeks local artists for culturally-inspired product collection

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GRAND RAPIDS — Supermarket chain Meijer is seeking work from local artists inspired by diverse outlooks and communities for a special collection it will carry in stores across the Midwest.

The artwork will be featured on products, including stationery and decorations, and sold in celebration of Black History Month, Women's History Month, Pride Month and Hispanic Heritage Month, beginning in 2023.

“At Meijer, we want our products and business partners to reflect our communities, customers and team members,” said Peter Whitsett, executive vice president of merchandising and marketing. “That’s what makes this collection so special. Our customers will see perspectives both similar to and different from their own reflected through art on products they can bring into their homes.”

Between now and Sunday, Nov. 7, artists residing in Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin may submit artwork inspired by the four cultural categories, or by their locale.

Sales from the collection will benefit nonprofit organizations, in part selected by artists, who will also receive a monetary prize.

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For the last two years, Meijer has partnered with Black students and artists from the West Michigan Center for Arts and Technology to sell limited-edition shirts honoring Black History Month and Juneteenth.

However, this is the first time the retailer is recruiting artists from communities it serves on such a large scale.

“We’re excited to support local artists by offering a platform for their work to reach thousands of customers and homes across the Midwest,” said Meijer Vice President of Diversity and Inclusion Tim Williams.

To enter your artwork, visit meijer.com/collection-of-voices.