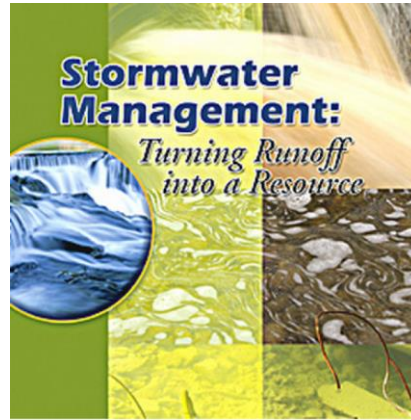




CALL FOR ARTISTS 2018 PUBLIC ART PROJECTS



BOX ART



watershed awareness through art

PROJECT OVERVIEWS

The City of San Luis Obispo invites local artists and community members residing in San Luis Obispo County to apply for the following 2018 Public Art Projects: 1) 2018 Utility Box Art Painting Project and 2) Watershed Awareness Through Art (WATA) SLO City Stormwater Project.

■ 2018 SLO “BOX ART” Project

In 2010 the City of SLO Public Art Program embarked on a journey to beautify the community through the painting of street utility boxes. Initially conceived as a highly successful graffiti abatement measure, widespread popularity enabled the program to grow and more utility boxes were painted and added to the Box Art Program in 2012. To date, there are 39 painted utility boxes throughout our community serving as “canvases” for original art pieces painted by local artists, residents, students and community members of all ages. The SLO Box Art program contributes to the vitality and attractiveness of our community while deterring graffiti and adding to the “curb appeal”. SLO Box Art is a streetscape showcase for talented local artists and community members to transform standard utility boxes into new public artworks, adding to the vibrancy of our cityscape while creating a sense of place and identity. The Box Art project is a great opportunity for “SLOcals” to add their personal touches to the city’s public art collection.

The City is soliciting proposals to paint the remaining **26** unpainted city-owned traffic signal utility boxes. (Refer to map for traffic signal box locations; boxes #35, 37-38, 40-42, 44-45, 47-58, 60-65)

Dimensions of the large utility boxes are generally 5’5” H X 2’9” W x 2’ D. Dimensions of the small utility boxes are generally 3’ H X 2’2” W x 1’6” D. Art should cover all exposed sides including the top. Utility box size may



vary; selected artists must be willing to adjust designs to the box assigned. It is recommended that artists should perform a site visit if they are interested in a particular location. (box art locations can be requested on the artist application; however, assignment of box art locations will be at the discretion of the City and will not be are not guaranteed).

Artists may submit up to three (3) design proposals. (Box Art Template Provided as Exhibit C1)

Utility boxes will be cleaned and primed prior to the first day of painting. **Painting is scheduled to occur in Summer 2018*** (*Final Dates TBD). All selected artists must be available to paint during this time. Upon completion, each box will be sealed with a UV anti-graffiti clear coat sealant.



artist collen gnos

artists marcie hawthorne & julie frankel

■ **Watershed Awareness Through Art: SLO City Storm water Management Project**

The City of San Luis Obispo Utilities Department is looking to upgrade the existing (15-year-old) stormdrain decal design found near storm drains that flow directly into a creek. These placards are necessary as they help raise the community’s awareness about our natural resources and how we, as a community, can care for and conserve our precious resources.

The City of San Luis Obispo was awarded a grant by the P3S Committee (Pretreatment, Pollution Prevention and Storm water) to assist in the implementation of this community art project and increase the public’s awareness of our community’s watershed. P3S is a subcommittee of the California Water Environment Association (CWEA).

The Watershed Awareness Through Art project is seeking local talent to help in these creative decal designs that are both reflective of stormwater management philosophies for a healthy watershed and our community’s values in San Luis Obispo.

There are approximately storm drains located throughout the City of San Luis Obispo. This project will identify up to four (4) new designs that will be used as replacements decals are needed (eventually encompassing the entire city). It is estimated that the final decal design(s) will be approved by the City





Council in June 2018.

- The new rectangle decal dimensions are approximately 3.75”x 8”. (Outside) and 2.75”x 7.5” (Inside)
- A panel of Art Jurors will select up to four (4) winning images
- Artists can submit up to three (3) design proposals
- Much like the old decals, the new design will require a border containing the words “**Dump No Waste**” and “**Drains to Creek**” in **both English and Spanish**. (these words must be in a prominent location on the decal to be easily viewed by the public. The template C2 shows this as the border. Border colors can be subject to change depending upon design)
- Images must fit within the inside dimensions. (WATA template provided as Exhibit C2)
- Original proposals may be submitted as .jpg or .pdf. If selected, final graphic designs must be submitted in vector-rendered artwork (i.e., .eps or .pdf). Unacceptable formats for final graphic are .jpeg, .gif, MS Word, Publisher or Excel files).
- Images should attempt to bring awareness to our beautiful creeks in hopes of deterring illicit discharges which damage our natural resources

EXAMPLES OF STORMDRAIN DECALS PROVIDED BELOW AS REFERENCE ONLY:



ARTIST ELIGIBILITY

The 2018 Public Art competition is open to individual artists, a team of artists or community members or groups with a designated lead artist who have the vision and skills required to complete the project to the highest standards of innovation and technical expertise. **Qualifying applicants must reside in San Luis Obispo County.** Artists should carefully read the descriptions of the projects and decide if the project is suitable to their interests, capabilities and experience.



In an effort to support and provide a forum for displaying the talent and vitality of emerging student artists, preference for the box art, watershed project through art decal, and mural will be considered for current Cal Poly, Cuesta College or San Luis Obispo Coastal Unified School

District students. Student artists must indicate that they are a student on the application (*Exhibit A*) in addition to providing a valid student ID number.

PROJECT BUDGETS

2018 Utility “BOX ART” Painting Project

Artists’ stipend for:

- **Large** utility box is **\$1,500**

In addition, artists (or art team) may apply for a supply voucher for up to **\$200** (original receipts are required). The budgeted amount is all-inclusive and must cover every cost incurred by the artist in the course of designing and installing the artwork. The final selected artists (or art team) will also receive a **\$100** honorarium for their conceptual renderings and final designs; those works will become property of the City of San Luis Obispo. The traffic signal box surfaces will be cleaned and primed prior to the first day of painting and sealed upon completion.

Watershed Awareness Through Art: SLO City Storm water Management Project

Artists’ stipend for:

- Selected design(s) **\$200**

The budgeted amount is all-inclusive and must cover every cost incurred by the artist in the course of designing the artwork. The final selected artist(s) will also receive a **\$100** honorarium for their conceptual renderings and final designs; those works will become property of the City of San Luis Obispo.

MEDIA AND MATERIALS GUIDELINES

- Artwork must be original and may not contain advertising, religious art, sexual or illegal drug content, negative imagery, convey political partisanship or contain any representations of traffic lights, signs or signals.
- Vinyl wraps of original “digitally enhanced works” are permitted for the Utility Box Art project (however this option could be costly and the City will only reimburse up to \$200 in supplies for the Box Art project).
- Artists must use the following materials for the Box Art project:
 - PAINT TYPE: premium high solids 100% acrylic latex waterborne exterior wall and trim paint; low-sheen, eggshell or satin finish; minimum 1.5 mil dry thickness per coat.
 - PAINT PRODUCTS (in recommended order): 1) Nova Color (preferred) 2) Sherwin Williams: Accolade Exterior Acrylic Latex, Satin 3) Pratt and Lambert: Accolade Exterior Acrylic Latex, Eggshell 4) Benjamin Moore: Aura Exterior Acrylic Latex #634 Low Lustre 5) Frazee #126 Mirro Glide Low Sheen Acrylic Latex 6) Kelly Moore #1245 Acry-Shield Acrylic Latex Low Sheen
- Dimensions may vary:
 - Utility box size may vary; selected artists must be willing to adjust designs to the box assigned.



Graphic format for Watershed Awareness Through Art (WATA) project proposals can be submitted in .jpeg or .pdf. However if selected, final graphics must be submitted in art-vector formats such as .eps or .pdf.

SELECTION PROCESS AND CRITERIA

Applications submitted in response to this Call-For-Artists will be reviewed by City staff and a selection committee (Art Jury) consisting of: San Luis Obispo County Arts Council member(s), local artist(s), interested community members, Downtown Association, SLO Chamber of Commerce, business owner(s) and neighbors to the proposed public art. The Art Jury will review all complete, eligible applications received by the deadline. If the number of qualifying applications does not meet the number needed; City staff and/or the Council may decide to reopen the selection process.

Criteria used to select artists will be:

- Evaluation of artistic excellence and originality
- Appropriateness of scale, form, content and design
- Relationship to the social, cultural and/or historical identity
- Experience in working on comparable projects
- Artist (or lead artist of a team) must reside in San Luis Obispo County

The City reserves the right to refuse all entries.

Selected artwork must meet the City of San Luis Obispo Public Art Guidelines and receive final approval by the City Council.

TENTATIVE SCHEDULE

- | | |
|---|----------------------------------|
| <input type="checkbox"/> Call-For-Artists Release / Advertise Public Art Projects | February 9, 2018 |
| <input type="checkbox"/> Application Deadline (box art and WATA) | March 9, 2018, 5:00pm PST |
| <input type="checkbox"/> Art Jury Review & Selection | March 15, 2018* |
| <input type="checkbox"/> Artist selection announced (week of) | March 30, 2018* |
| <input type="checkbox"/> Advisory Body Reviews | April – May 2018* |
| o (Parks & Recreation Commission and Architectural Review Commission) | |
| <input type="checkbox"/> City Council Review & Approval | May-June 2018* |
| o (Box Art & Watershed Awareness Through Art) | |
| o (final design/approved format for the Watershed Awareness Through Art project graphic must be submitted to the Utilities Department by June 15, 2018) | |
| <input type="checkbox"/> Finalists Orientation (week of) | June 25, 2018* |
| o (MANDATORY for all selected “BOX ART” artists only) | |
| <input type="checkbox"/> Installation of Artwork for “BOX ART” Project | July 2018* |

****The proposed schedule may be subject to change***



APPLICATION PROCESS

TO APPLY:

The City of San Luis Obispo encourages the use of recycled and tree-free products. To that end, we ask that submissions be in as paperless a manner as possible, therefore, submissions MUST be submitted in one of the following ways:

1. **Electronically via email** to mmudgett@slocity.org.

The subject line for submissions should read: "Firstname_Lastname_PROJECT NAME" (for example: Box Art, Storm water).

If applying for more than one public art project, separate emails must be sent for each project. Applications may not be combined. See below for labeling of materials.

2. **Submitted on a USB FLASH DRIVE** – mailed or hand delivered to:

City of SLO Parks and Recreation

"2018 Public Art Projects"

ATTN: Melissa Mudgett

1341 Nipomo Street

San Luis Obispo, CA 93401

If applying for more than one public art project, separate folders must be saved on the flash drive indicating each project. Proposal folders should be labeled: "Firstname_Lastname_PROJECT NAME" (for example: Box Art, Storm water).

Applications may not be combined.

The outside of the USB Flash Drive must be labeled with the artist's name.

Do not provide any materials not specifically requested (i.e. photographs, transparencies, DVDs/videos, articles). If sent, they will not be reviewed by the selection panel.

See below for labeling of materials.

Artists of artist teams wishing to be considered must submit the following materials:

1. **Application (Exhibit A)**

Completed application listing artist name, contact information of artist/artist team and all information requested, and selection of the 2018 Public Art Project (Box Art, Storm water). *(Exhibit A) Submitted in .pdf format; titled Firstname_Lastname_app_project name*

2. **A Professional Résumé**

Each applicant shall submit a professional résumé including information regarding past public art



commissions, design team experience, exhibitions and installations, awards, grants and education (up to two pages). Teams must submit a separate résumé for each member of the team. **Handwritten materials will not be reviewed.**

Submitted in .doc or .pdf format; titled Firstname_Lastname_resume

3. Submittal of References (Exhibit B)

Each applicant shall submit the names of two references on the form provided in the application package. (*Exhibit B*) Do not send letters of recommendation. Please ensure information for references is **current**; inaccurate information may delay the selection process. Teams must submit separate references for each member of the team.

Submitted in .doc or .pdf format; titled Firstname_Lastname_ref

4. Digital Images of Prior Work

Up to five (5) images of past work that represent relevant artworks. 5 image maximum is per application, not per team member. Images can be submitted in one of the following formats:

- Provide a URL for a website that contains the number and type of images outlined above. (*URL should be noted on application page*)
- Provide a PowerPoint File – one image per slide; in the notes section of each slide include: artist's name, title and/or location or work, medium, date work completed and dimensions.

Submitted in .ppt or .pdf format; titled Firstname_Lastname_images

5. Conceptual Rendering(s) (Exhibits C1 and C2)

Each applicant can submit up to 3 conceptual renderings using the templates provided (*Exhibits C1 - box art and C-2 WATA*). Renderings must be in full color on the provided templates and depict the finished artwork as accurately as possible. Renderings of Box Art designs must be submitted as an image file (.jpg, .tiff, pdf.). Rendering of Storm Drain Watershed Awareness through Art designs can submit as an image file (.jpg, .tiff, pdf) but are required to submit final designs in the approved vector-art format (i.e., .eps or .pdf). Artists that are selected will be given a \$100 honorarium for their renderings and final designs once those artworks are completed and become property of the City of San Luis Obispo.

Submitted in .pdf format; titled Firstname_Lastname_design

DO NOT SUBMIT PROPOSALS, DRAWINGS, MODELS, MEDIUM SAMPLES, ORIGINAL WORKS OF ART, BOOKS, CATALOGUES, OR ANY OTHER MATERIALS IN LIEU OF, OR IN ADDITION TO, THE REQUIREMENTS LISTED ABOVE. UNSOLICITED MATERIALS WILL NOT BE REVIEWED BY THE ART JURY AND WILL NOT BE RETURNED.

SUBMISSION AND DEADLINE

- Artists may submit ONLY one (1) application for each of the “2018 Public Art Projects” (Box Art, Storm water).
- Artists may submit up to three (3) conceptual renderings per project - using the templates provided.



All application materials must be received **no later than 5:00 p.m. PST on Friday, March 9, 2018**. Incomplete or late submittals will not be considered.

The City is not obligated to notify applicants when applications (complete or incomplete) are received.

LEGAL AND INSURANCE REQUIREMENTS

Artists that are awarded contracts for the 2018 Public Art Projects for Box Art Painting will be required to comply with the City's insurance and liability requirements. (not required for Watershed Awareness Through Art project). Insurance requirements will be provided to selected artists in advance of work.

QUESTIONS?

Any questions stemming from the review of this application must be addressed to: Melissa Mudgett via e-mail: mmudgett@slocity.org

Additional copies of this application may be found on the City's public art website at www.slocity.org/parksandrecreation.



To learn more about the public art program and art collection, visit Facebook at [Facebook.com/slopublicart](https://www.facebook.com/slopublicart) or Instagram at @slopublicart.



Please read the application directions carefully. INCOMPLETE OR LATE APPLICATIONS WILL NOT BE REVIEWED. The deadline for receipt of applications for the projects described herein is Friday, March 9, 2018 at 5:00 PST. Applications received after 5:00 p.m. will not be accepted.