



city of san luis obispo

CALL FOR ARTISTS **PUBLIC ART**

Utility Box Beautification Program – Downtown San Luis Obispo

Artist Stipend: **\$1,500 + supply voucher**
Deadline to submit: **5:00 p.m. on August 20, 2010**

The Art in Public Places Program of the City of San Luis Obispo, California is seeking an artists or team of artists residing in San Luis Obispo, Monterey and Santa Barbara counties to create art on utility boxes in downtown San Luis Obispo as part of the “BOX ART” program. Each selected artist will receive a **\$1,500** stipend as well as a supply voucher for up to **\$200**.

Interested artists are invited to submit an application and up to 3 conceptual renderings no later than **5:00 p.m. on August 20, 2010**. Applications must be submitted electronically to sbates@slocity.org. **Applications received after said time will not be considered.**

Applications submitted in response to this call will be reviewed by City staff as well as a jury consisting of artists, art professionals, neighbors, and community representatives. Staff and jury will review all complete, eligible applications received by the deadline.

The application may be obtained for free on the City’s public art website: www.slopublicart.org or by emailing your request to sbates@slocity.org.

Additional information may be obtained by contacting Shannon Bates, Public Art Manager, at (805) 781-7296 or sbates@slocity.org.



PROJECT OVERVIEW

PROJECT DESCRIPTION

The City of San Luis Obispo in collaboration with San Luis Obispo's Downtown Association invite artists residing in San Luis Obispo, Santa Barbara and Monterey counties to apply for a public art project to create art on utility boxes located throughout San Luis Obispo's beautiful downtown corridor. The goal of the project is to use utility boxes as "canvases" for original pieces of art as well as contribute to the vitality and attractiveness of the downtown while deterring graffiti. Not only will this project improve the "curb appeal" of one of the most attractive, interesting and economically vibrant downtowns in America but it will also give artists an opportunity to add their personal touch to the City's public art collection.

Dimensions of the utility boxes are generally 56" H X 44" W x 26" D. Art should cover all exposed sides; including the top. Utility boxes will be cleaned, sanded and primed prior to the BOX ART Festival which will take place on **September 25-26, 2010** (all selected artists must be available to paint on this date).

PLACEMENT

16 utility boxes in the City's downtown corridor have been selected for the "BOX ART" program; click here for map. Artists may request a box location by indicating the box number on the application (requests for a particular box location are not guaranteed).

MEDIA AND MATERIALS GUIDELINES

- Artwork must be original and may not contain advertising, religious art, sexual content, negative imagery or convey political partisanship.
- Vinyl wraps of "digitally enhanced works" are not permitted.
- Artists must use the following materials:
 - 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) Sherwin Williams: Accolade Exterior Acrylic Latex, Satin 2) Pratt and Lambert: Accolade Exterior Acrylic Latex, Eggshell 3) Benjamin Moore: Aura Exterior Acrylic Latex #634 Low Lustre 4) Frazee #126 Mirro Glide Low Sheen Acrylic Latex 5) Kelly Moore #1245 Acry-Shield Acrylic Latex Low Sheen
- Utility box size may vary; selected artists must be willing to adjust designs to the box assigned.

ARTIST ELIGIBILITY

The competition is open to artists, a team of artists or community 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, Santa Barbara or Monterey counties. Artists should carefully read the description of the project and decide if the project is suitable to their interest, capabilities and experience.

BUDGET

The total budget for each utility box is **\$1,500**. In addition, artists may apply for a supply voucher for up to \$200.00 (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.

SELECTION PROCESS AND CRITERIA

Applications submitted will be reviewed by City staff and a selection committee (jury) consisting of: City staff, San Luis Obispo County Arts Council member(s), local artist(s), interested community members, Downtown Association members/staff and a neighbor(s). The 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
- Appropriateness of scale, form, content and design relative to the site
- Relationship to the social, cultural and/or historical identity of the site
- Experience in working on comparable projects
- Artists (or lead artist of a team) must reside in San Luis Obispo, Santa Barbara or Monterey counties.

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.

PROPOSED TIMELINE AND AWARD SCHEDULE

- | | |
|---|---------------------------|
| • Call For Artists Release | July 12, 2010 |
| • Application Deadline | August 20, 2010 |
| • Artist selection announced (week of) | September 7, 2010 |
| • City Council Approval | September 7, 2010 |
| • Finalists Reception and Orientation
<i>(MANDATORY for all selected artists)</i> | September 17, 2010 |
| • Installation of Artwork | September 25-26 |

***The proposed timeline is subject to change**

APPLICATION PROCEDURE

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

✓ **Application**

Completed application listing name, contact information of artist/artist team and all information requested. *(Exhibit A)*

✓ **A Professional Résumé**

Each applicant shall submit a professional résumé (in .pdf format) 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.**

✓ **Submittal of References**

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.

✓ **Digital Images of Prior Work**

5-10 images of past work that represent no less than four public art projects (relevant artworks may also be submitted if public art experience is limited). 10 image maximum is per application, not per team member. Images must be provided within a PowerPoint file, please present one image per slide and include artist's name, title or location of work, medium, date work was completed, and dimensions in the notes section of each slide.

✓ **Conceptual Rendering(s)**

Each applicant can submit up to 3 conceptual renderings using the template provided (Exhibit C). Renderings must be in full color and depict the finished artwork as accurately as possible. Renderings must be submitted in .pdf format. Renderings not selected will be returned via e-mail.

Materials must be:

- Submitted electronically to sbates@slocity.org. **Hard copy submission will not be accepted.**

SUBMISSION ADDRESS AND DEADLINE

Artists may submit ONLY one (1) application for this project.

All application materials must be received **no later than 5:00 p.m. on August 20, 2010**. Incomplete or late submittals will not be considered.

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

QUESTIONS?

Any questions stemming from the review of this application must be addressed to: Shannon Bates via e-mail: sbates@slocity.org

Additional copies of this application may be found at: www.slopublicart.org

LEGAL AND INSURANCE REQUIREMENTS

Artists that are awarded contracts for this project will be required to comply with the City's insurance and liability requirements. Those requirements will be provided to selected artists.

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 August 20, 2010 at 5:00 p.m. Applications received after 5:00 p.m., will not be accepted.

utility BOX beautification program – downtown san luis obispo
APPLICATION

ARTIST INFORMATION

Last Name		First Name	
Street Address	City	State	Zip
Phone #		Cell #	
E-Mail		Website URL	
I would like to request the following box location: BOX #		ALTERNATIVE BOX #	

ARTWORK DESCRIPTION

Title of Submission (1)
Design Description
Title of Submission (2)
Design Description
Title of Submission (3)
Design Description

GETTING TO KNOW THE ARTIST

Artists approach to the project – vision and intent
Artist’s philosophy on public art; why is public art important to you?
How does the artistic rendering(s) represent Downtown San Luis Obispo?

REFERENCES

Describe fully the last two contracts performed by you, which demonstrate your ability to provide the services included with the scope of the project. Attach additional pages if required. The City reserves the right to contact each of the references listed for additional information regarding your qualifications.

Reference #1

Contact Name	
Telephone Number	
E-mail Address	
Address (Street, City, State, and Zip Code)	
Nature, location and medium of art project installation	
Contract Amount	
Date Completed	
Project Outcome	

Reference #2

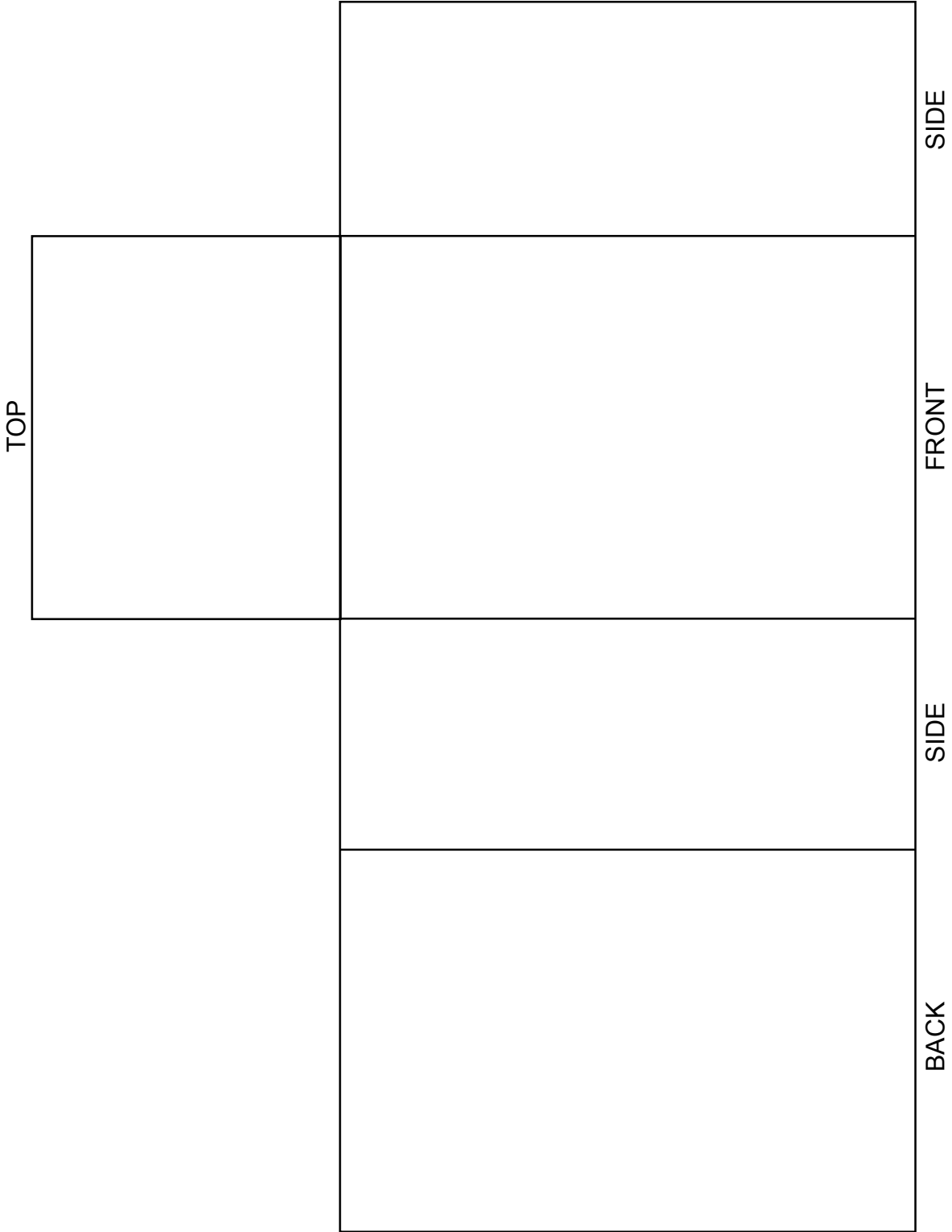
Contact Name	
Telephone Number	
E-mail Address	
Address (Street, City, State, and Zip Code)	
Nature, location and medium of art project installation	
Contract Amount	
Date Completed	
Project Outcome	

DESIGN TEMPLATE

Below is a template of a typical utility box showing four sides and the top. Use this template to illustrate your color rendering(s). You may enlarge the template as needed. Unique colors and bold graphics work well, along with bright images that complement pedestrian activity. City staff and the jury will look for colorful artwork that celebrates the unique essence of Downtown San Luis Obispo. To learn more about San Luis Obispo visit www.downtownslo.com.

Artist Name: _____

Title of Submission: _____



NOTE: The deminsions of the template do not accurately represent all utility boxes dimesions; therefore, the proposed design must be adjustable.