



city of san luis
OBISPO
PUBLIC ART PROGRAM



CALL FOR ARTISTS

2016 UTILITY BOX ART REPAINTING PROJECT



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 2016 Utility Box Art Repainting Project:

■ SLO “BOX ART” Program

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 32 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.

SLO Box Art is defined as “temporary public art” which provides for the opportunity to “refresh” periodically with new public art approximately every 5 years. In response, the City will be working this



spring/summer 2016 on refreshing the box art collection. The City is currently soliciting proposals to repaint utility boxes. **The total number of utility boxes and locations are still to be determined.**

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. Email the public art program for exact measurements of a box location. It is recommended that artists should perform a site visit if they are interested in a particular location.

Utility boxes will be cleaned and primed prior to the first day of painting. **Painting is scheduled to occur in late October / Early November 2016***. (*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 ryan williams



artist amy mckay



artist justin johnson

ARTIST ELIGIBILITY

The 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 description of the project 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, two of the boxes locations will be offered *only* to current Cal Poly, Cuesta College or San Luis Obispo Coastal Unified School District students. However, please note that student artists are not limited to applying for these two boxes and are welcome to apply for additional boxes. Student artists must indicate that they are a student on the application (*Exhibit A*) in addition to providing a valid student ID number.



BUDGET

■ 2016 Utility “BOX ART” Repainting Project

Artists’ stipend for:

- Large utility box is **\$1,500**
- Small utility box is **\$700**

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; 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 “digitally enhanced works” are permitted, however the City will only reimburse up to \$200 in supplies.
- 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) 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
- Utility box size may vary; selected artists must be willing to adjust designs to the box assigned.

SELECTION PROCESS AND CRITERIA

Applications submitted in response to this call 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, business owner(s) and art box neighbor(s). 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
- Appropriateness of scale, form, content and design
- Relationship to the social, cultural and/or historical identity
- Experience in working on comparable projects



- Artists (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 (updated 2.17.16)

<input type="checkbox"/> Call For Artists Release	February 1, 2016
<input type="checkbox"/> Application Deadline	March 18, 2016, 5:00pm
<input type="checkbox"/> City Council Update of Box Art Policy	April 5, 2016*
<input type="checkbox"/> Identification of box locations & Community Outreach	April - May 2016*
<input type="checkbox"/> Art Jury Review & Selection	May 2016*
<input type="checkbox"/> Artist selection announced (week of)	June 6 th , 2016*
<input type="checkbox"/> Advisory Body Reviews	June – July 2016*
o (Architectural Review Commission & Cultural Heritage Committee)	
<input type="checkbox"/> City Council Review & Approval	August / September 2016*
<input type="checkbox"/> Finalists Reception and Orientation (week of)	October 3rd, 2016*
o (MANDATORY for all selected "BOX ART" artists only)	
<input type="checkbox"/> Installation of Artwork for "BOX ART" Project	End of October / Early November, 2016*

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

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_PROPOSAL"
2. Submitted on ONE USB FLASH DRIVE – mailed or hand delivered to:
City of SLO Parks and Recreation
"2016 BOX ART"
ATTN: Melissa Mudgett
1341 Nipomo Street
San Luis Obispo, CA 93401

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.



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

1. Application

Completed application listing name, contact information of artist/artist team and all information requested. *(Exhibit A) Submitted in .pdf format; titled Firstname_Lastname_app*

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

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

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:

- a. Provide a URL for a website that contains the number and type of images outlined above. *(URL should be noted on application page)*
- b. 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)

Each applicant can submit up to 3 conceptual renderings using the templates provided (*Exhibits C (large utility box) and C-2 (small utility box)*). Renderings must be in full color on the provided templates and depict the finished artwork as accurately as possible. Renderings must be submitted as an image file (.jpg, .tiff, etc.). Artists not selected will get their renderings returned. Artists that are selected will be given a \$100 honorarium for their renderings; those works will 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 JURY AND WILL NOT BE RETURNED.



SUBMISSION AND DEADLINE

- Artists may submit ONLY one (1) application for the “2016 Utility Box Art Repainting Project”.
- Artists may submit up to 3 conceptual renderings using the templates provided.
- All application materials must be received **no later than 5:00 p.m. on March 18, 2016**. 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 2016 Utility Box Art Repainting Project will be required to comply with the City’s insurance and liability requirements. Those requirements will be provided to selected artists.

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 March 18, 2016 at 5:00 p.m. Applications received after 5:00 p.m. will not be accepted.