



Igniting Creativity, Illuminating the Arts

South Pasadena Box Art Project- Phase III
Call to Artists – Request for Proposals

The South Pasadena Arts Council (SPARC) invites artists to submit a proposal to create artwork for 10 of the City's traffic signal boxes. These small scaled "murals" will enhance the City environment, and been seen and appreciated by our residents, business owners and visitors.

Project Description

Traffic signal boxes, usually painted drab grey or green, have been enhanced and transformed into creative artworks in many cities around the country. The City of South Pasadena, in its update to the Strategic Plan has identified Art and Culture as one of its goals going forward. One of the recommendations was to include more public art throughout the City. As a result the City awarded SPARC funding to support the creation of the first ten (10) boxes. The first boxes have been completed and this is Phase II, which includes an additional 10 traffic signal boxes.

About the Boxes

The traffic signal boxes are placed on or near street corners where there are traffic signals, and are visible to both pedestrian and vehicular traffic. The art should be "readable" both when viewed passing in a car at 35 mph and walking by at a leisurely pace.

***Most boxes are approximately 67"H x 33"W x 38"D. Proposals should describe full surface coverage – all sides and the top. The boxes have various keyholes, handles, and certain other designated areas that should not be painted.

The dimensions of the boxes vary at each location. Be prepared to adjust artwork to fit unique utility boxes.

The specific sites and information about the boxes on each site can be found on the Location Map. Artists are permitted to include their signature on the utility box (no larger than 3" x 5") SPARC will provide a plaque with the artist name, title, any sponsor, and date of the artwork.

Themes

SPARC is looking for artwork that reflects ideas/images of California in the 21st Century. Creativity and innovation of design are encouraged. Potential themes that may be considered include but are not limited to: Community/Life, Science/Technology, Environment(s), Art and Culture, and Literature. These are only suggestions to trigger creative thinking about your proposal.

Artwork must **not** contain: religious references or symbols, copyrighted or trademarked material, or corporate or organizational branding.

Eligibility**

This RFP is open to all professional artists and/or artist teams over the age of 18 working or living in Los Angeles County. South Pasadena artists are encouraged to apply.

- All entries must be the original design and artwork of the entrant(s)
- To be considered, each entry must be sent with a completed official entry form upon submission, and release of liability form once awarded

SPARC is a project of the Pasadena Arts Council's EMERGE Fiscal Sponsorship Program.

P.O. Box 3272 South Pasadena California 91031

<http://www.SoPasArtsCouncil.org>

<mailto:info@SoPasArtsCouncil.org>



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- Entries and all forms must be submitted together as a single package
- Painting must occur during an agreed upon period between **(October 23 – December 15, 2017)**. If an unforeseeable emergency or inclement weather arises, the artist may request a one (1) week extension by notifying SPARC
- Artists may enlist assistants, all assistants must be named on the application
- Artists may submit not more than three (3) designs for consideration

If you would like your design for considered for a specific location please indicate on the application, although there is no guarantee any artist will be assigned their requested location.

***** Artists selected for Phase II of Box Art Project are ineligible to apply for this project.**

Criteria

Artists and/or artist teams submitting qualifications should demonstrate a level of experience and professionalism that is commensurate with the project scope. Artwork will be selected on the basis of creativity, artistic merit, technical proficiency, reflective of any of the potential themes, and relationship to the site.

Medium and Specifications

- Artwork will be installed in a public place and must be suitable for viewing by all ages
- Painting is the only acceptable media for design submittal
- High quality, low-sheen or semi-gloss external acrylic latex paint must be used and it must cover all exposed sides and top of the box.
- Recommended: Liquitex Acrylic High Viscosity Paint in tubes, Nova Color Lightfastness 1 in tubes, Golden Lightfastness 1 in tubes
- Entries not adhering to these guidelines will not be considered
- Artists are responsible for the cost of all materials required to complete the project, except for initial box preparation and final anti-graffiti coating.

Selection Process

A selection panel will review applications received in response to this RFP. The panel will be comprised of artists, representatives of the City, business, residents and education communities.

The selection panel will recommend designs that meet the above criteria to the SPARC Steering Committee for approval.

Once designs are approved, contracts will be drafted and mutually agreed upon scheduled work may begin. **Selection will be based on a ranking of 1-10 for each of the following:**

- Artistic achievement and quality as demonstrated in the artist's résumé and images of previous projects. This includes artist's overall skills, experience and ability to work in similar media, scale, and budget
- Appropriateness of the artistic approach, project design and narrative, and clear alignment with the goals of the project
- Level of creativity and imagination

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- Artist's capacity to successfully perform the project or provide the service within the timeline specified, without delay or interference, according to the Standard Terms and Conditions of the City Contract.

Honorarium

Accepted artists will receive an honorarium of **\$750** for the creation of the final design. Detailed inclusion of the artist(s) name, artwork title, and photo of the artwork may be featured on the SPARC and City of South Pasadena websites and other promotional materials.

How to Apply

All application materials must be emailed to: info@sopasartscouncil.org by the **RFP deadline of 5:00 pm, Friday, August 1, 2017** with the subject line: **Box Art Submission**.

Incomplete and late applications may be deemed ineligible and not be considered.

The complete **Artists' submissions** must include:

- A completed application form
- Agreement Waiver
- A short bio or resume (max 2 pages)
- Image Identification Sheet of past artwork
These must correspond to the numbers of your submitted images
List your images as: Title, Year, Materials, Dimensions, Location (if applicable).
Project Budget (if applicable). Brief Description for each artwork

These items can be grouped as a single word or pdf document.

Image Submission

Submit up to ten (10) digital work samples of your artwork

Images should be labeled as last name, first name, and number, i.e.

Smith_Jane_01. Images should be saved in JPG format only at 72 dpi and 2 MB max per file. (Include each image as a separate jpeg with no text on the page, unless it is embedded in the image).

On separate pages include:

- Proposed Artwork Description(s)
- Proposed Artwork Design(s) (on template)^{***}

Project Schedule

RFP sent to Artists	June 26, 2017
Submission Deadline	August 1, 5:00 pm
Selection Panel Meets	August (TBD)
Artists Notification	Sept 1
Artists Contracts Finalized	Sept 15
SPARC Box Art Event	Oct 22
Artists Paint Boxes	Oct 23 – Dec 15

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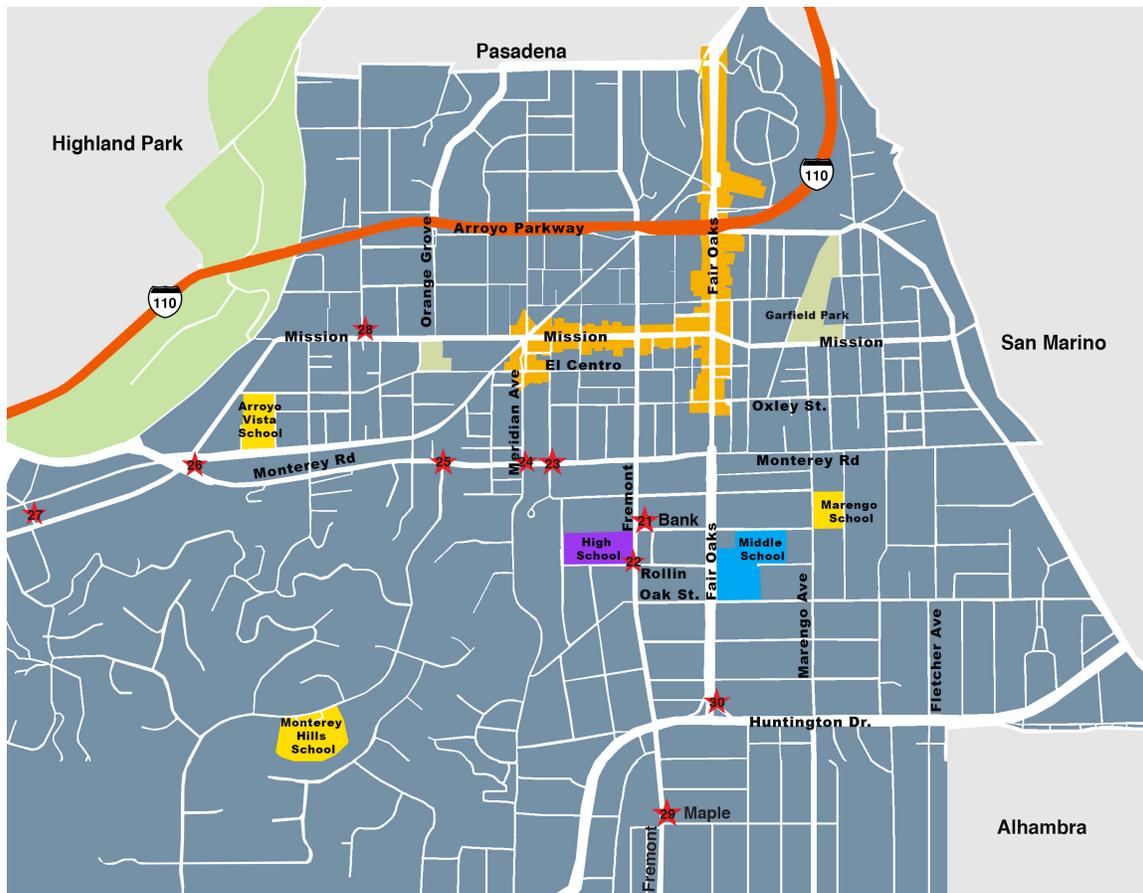
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Location of Boxes

- #21 Fremont/Bank
- #22 Fremont/Rollin
- #23 Monterey/Diamond
- #24 Monterey/Meridian
- #25 Monterey/Via del Rey
- #26 Monterey/Pasadena
- #27 Monterey/Arroyo Verde
- #28 Mission/Grand
- #29 Fremont/Maple
- #30 Fair Oaks/Huntington



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Box #21

Box #22



Fremont/Bank



Fremont/Rollin

Box #23



Monterrey/Diamond

Box #24



Monterrey/Meridian

Box #25



Monterrey/Via del Rey

Box #26



Monterrey/Pasadena

Box #27



Monterrey/Arroyo Verde

Box #28



Mission/Grand

Box #29



Fremont/Maple

Box #30



Raymondale/State



**South Pasadena Arts Council
Box Art Application**

All application materials must be emailed to: info@sopasartscouncil.org by the **RFP deadline of 5:00 pm, June 24, 2016** with the subject line: **Box Art Submission**. Incomplete and late applications may be deemed ineligible and not be considered.

Please print

Artist Name

Home Address

City

State

Zip

Phone

Email

Web Site (if available)

Assistants (if applicable)

I certify that I have created the attached artwork_____ (please initial).

Box Location Preference (see location map). There is no guarantee any artist will be assigned their requested location

1st choice location Box #

2nd choice location Box #

Description of your design(s): (you may use a separate page for this description and attach, maximum length one 8.5" x 11" page). Please include:

- The Title of your design
- A description of the design
- A narrative about how the design represents the project themes and criteria
- Any other relevant information

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Agreement Waiver

I agree that my participation in the City of South Pasadena and SPARC's Box Art Project is voluntary and that I assume all risk of injury, illness, damage or loss to me or to my property that might result from my participation. I further agree (on behalf of myself and my family members, personal representatives, heirs, executors, administrators, agents and assigns) to release and discharge the City of South Pasadena and the South Pasadena Arts Council and its officers, employees, and agents, from any and all claims, liability, loss, penalties, expenses and costs (including attorney's fees), or causes of action (known or unknown) (collectively, "Liability") arising out of my participation, except to the extent that such Liability is caused by the gross negligence or willful misconduct of the City and/or SPARC.

I ACKNOWLEDGE THAT I HAVE CAREFULLY READ THIS WAIVER AND RELEASE AND I FULLY UNDERSTAND THAT, BY SIGNING BELOW, I AM WAIVING ANY RIGHT THAT I MAY HAVE TO BRING A LEGAL ACTION OR TO ASSERT A CLAIM AGAINST THE CITY FOR NEGLIGENCE.

Participation constitutes permission for City of South Pasadena and SPARC to use artist's name, likeness or art entries for publicity and promotional purposes without additional compensation unless prohibited by law.

Your signature indicates that you have read and agreed to abide by the rules and guidelines of the Box Art Project program.

Further, I agree to waive any and all rights I may have pursuant to the Visual Artists Rights Act, 17 U.S.C. § § [106A](#) and 113(d), ("VARA"), and the California Art Preservation Act, Cal. Civil Code § § 987 and 989 ("CAPA"), and acknowledge that the City shall have the right to move, relocate or remove Artwork from the intended location as City deems appropriate.

Signature

Date

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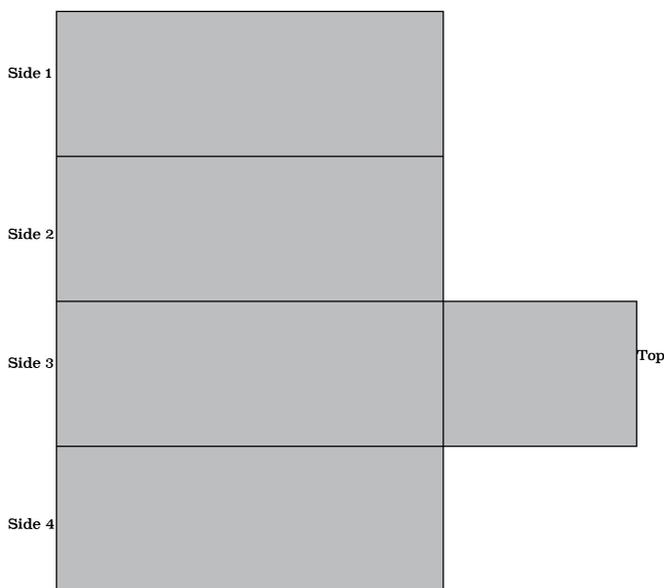
Design Template Sample

This is a typical utility box diagram representing the four sides and top. Use it to design the artwork, as it would be painted. Unique colors, bold graphics work well, along with bright images that can be seen from a distance. DETAILED IMAGES of each side must be submitted on 8.5" x 11" paper. You may create your own template for the design of your specific box.

Artist's design should reflect an accurate resemblance of the finished artwork as it would be applied to the Box.

**** Please note that some of the boxes do NOT conform to the template shown below. Selected artists will have to modify their designs accordingly.

Design Template Sample



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