

## Art & Environment

### **Westlake Elementary Arts: Graphic Traffic**

**Deadline:** *Friday, October 2, 2020 - 11:59pm*

**Project completion date - TBD**

#### **About the Project**

##### **Project Details:**

The City of Santa Cruz's "Graphic Traffic" program helps reduce graffiti and contributes to the vitality and attractiveness of our community's streetscapes and brings local art to unexpected places. Westlake Elementary in conjunction with the Arts Commission of Santa Cruz is seeking submissions from artists that are parents, teachers or Alumni of the school to adorn the signal box/electrical box located at the intersection of High and Moore, operated by the City.

Residents, students, parents and visitors will be able to enjoy a memorialized "Graphic Traffic" edifice dedicated to Richard Bartlett, the schools beloved Crossing Guard. Typically, the City Arts "Graphic Traffic" program issues an annual call for proposals in regards to such a project, however, since the Westlake PTA will be utilizing donations raised from Richard Bartlett's memorial fund this call is for artist parents and teachers of the Westlake Elementary community.

##### **Eligibility:**

The Call is also open to artists that are parents, teachers or Alumni Artists of Westlake Elementary. All entries must be an original design and artwork of the entrant and must be suitable for viewing by all ages while highlighting the community's commitment to inclusivity, equity and environmental justice.

#### **Description, Location and Prep of the Utility Box**

The box is gray and overall installation of artwork will be completed by a direct application of paint, complete with necessary preparations including scraping, sanding, priming even if the walls look clean. Surface dimensions vary - average Standard size that we use for a "P" cabinet is 52"H x 44"W x 24"D. "M" cabinets are 51"H x 34"W x 18"D. Please do not paint knobs or handles. Paint products used must be high-quality such as NOVA, 1SHOT Enamels or other similar product. Priming the box with acrylic primer is also required, unless the box has already been primed by the City. Images of a few utility boxes are available at <https://santacruzcityarts.com/programs/graphic-traffic#program-info> at the Santa Cruz City Arts website bottom of the page.

#### **Artwork Opportunity**

The proposed utility box public art design must be applicable and usable, covering all sides of the box except walls which meters may be present. The art should enliven the area, transform the street and reflect the neighborhood or area where the utility box is located. The artwork submitted should be family-friendly and suitable for viewing by all ages. Due to the location of the box, the art should be visible from a distance; utilizing bold colors and designs is best. Additional consideration can be given to a project that showcases the City of Santa Cruz's cultural inclusiveness, diversity, and environmental justice, historic heritage, or acknowledges a key activity that takes place in the area. Artists can submit more than one concept for the same location or submit a concept that contributes to a continuous theme across multiple utility boxes and locations that have already been completed.

The artwork design may not restrict any vents or airflow through the box, thus necessary layout edits to designs may be made by the City. The City must be able to fully access the box and the components inside the box at all times. In the event the utility box is mounted on a base or concrete or other material, the base shall not be included as part of the available area for a public art design. Any nearby protective poles, bollards, planters, etc. are not to be included as part of the available area for a public art design. Entries that use a copyrighted or

trademarked image will not be accepted. In addition, the art must not be plagiarized, stolen, or copied from any other source.

The artwork may include the name of the artist and, if applicable, the sponsor of the specific utility box in no larger than a 3"x5" space on one of the box's 4 side panels. The artwork is considered a long-term installation and will become the property of the City of Santa Cruz.

### **How to Apply for this Call**

Please go to <http://www.supportwestlake.org> and select The Arts to access the application which is available for download.

### **Application**

All requirements listed below must be met or the application will be removed from consideration.

- 1. Application Form completed.
- 2. A concept drawing that shows all sides of the utility box must be included in the application. Please note the diagram is for a concept drawing not necessarily to scale. Concept drawings may be hand drawn, however digital design is recommended.
- 3. Specifications on materials and/or program used to design artwork (e.g. oil painting scanned into a jpeg, InDesign, Photoshop, original photography).
- 4. An Artist Statement (2,000 characters maximum) that describes why the artist is interested designing the utility box, any previous experience working on public art projects, and how the artist believes the art will transform the street and/or enliven the area.
- 5. A short description that includes, past projects; or a brief description of cooperative, community-based projects if applicable.
- 6. A maximum of 3 examples of previous work including a brief description.

### **Selection Criteria**

When making the selection for the Graphic Traffic Art Project at Westlake, the following will be considered:

Artistic excellence, innovation, and originality.

Does the artist have the experience to complete the project within timeframe?

Does the art meet the goals of the project?

Does the art transform the project area?

Does the art relate to the area where the utility box is located?

Does the art portray the City's inclusive, cultural diversity, and environmental justice, historic heritage, or a key activity?

## **Artist Selection Process**

The selection process will consist of a review and project approval by Westlake Arts Committee with a reviewer from the Public Arts Commission. Upon acceptance the Westlake Arts Committee will notify the selected artist.

### **If you are selected to complete a Graphic Traffic Public Art Project**

All artists must sign a City of Santa Cruz and Westlake Elementary liability release and complete agreement before artwork will be installed. The artists will receive a \$500 stipend when final artwork is submitted and approved for the utility box. Artist must notify the Westlake Arts Committee when a project is completed. In order to receive payment, artists must submit a completed W9 form.

Once selected, the following shall be submitted within (5) five days:

- 1. Final artwork and design. Artwork must be in hi-resolution digital format. If submitting a Photoshop, Illustrator, or InDesign file, please also submit a hi-resolution image file of the same artwork.
- 2. Title of the artwork and artist name. Questions?

For more information, please contact:

Karina Scarborough or Caroline Power at [artswestlake@gmail.com](mailto:artswestlake@gmail.com)

Amy Dahlen at [westlake.ptapresident@gmail.com](mailto:westlake.ptapresident@gmail.com)

Deadline is 11:59 pm on Friday, Oct 2, 2020 for the letters of interest.

## ARTIST APPLICATION

Artist Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Website (if Applicable) \_\_\_\_\_

Examples of work: Title of Work Medium/Description (Attach additional examples as needed.)

\_\_\_\_\_ I certify that I have created the above artwork (please initial).

Rendering for Utility Box: Description

Please attach designs for consideration by the Westlake Arts Committee.

All Artists: Please sign, date and return with Artist Application:

I agree that: (1) my submission(s) and their contents will automatically become the property of the City of Santa Cruz, with no guarantee of compensation to me; (2) The City of Santa Cruz may use or redistribute the submissions and their contents for any purpose and in any way; (3) there is no obligation for the City of Santa Cruz to review the submission; and (4) there is no obligation to keep any submissions confidential. Further, I agree to waive my rights of attribution out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA").

ARTIST \_\_\_\_\_ Date \_\_\_\_\_

### DISCLAIMER

I have read the attached information and agree to the rules & regulations stated. The undersigned agrees to indemnify and hold harmless, the City of Santa Cruz and Westlake Elementary, there Councils, Officers, Boards, Commissions, Agents, associated Foundations and Employees for any loss or liability which results or is alleged to have resulted from my participation in this event, including any claim arising out of the applicants entry, acts, or omissions in said contest or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs. I have read and fully understand these policies. I am an adult and my signature is below.

ARTIST \_\_\_\_\_ Date \_\_\_\_\_