

## City of Tukwila Utility Box Art Program Opportunities

Deadline: April 30, 2021

Budget: \$500 - \$1,000 per artist, all-inclusive

### Call Summary

The City of Tukwila is seeking artists to create works of art that can be reproduced as a vinyl wrap and applied to utility boxes throughout Tukwila. This opportunity is open to visual artists residing within King County working in any medium as long as the final artwork can be translated and digitally reproduced on a 2-dimensional vinyl wrap. No digital art experience necessary. **The City will be responsible for printing and installing the vinyl art on the utility boxes.**

The utility boxes serve as community “canvases” for original art to contribute to the vitality and attractiveness of the city, promote community dialogue, support new opportunities for artists, and deter vandalism.

The City of Tukwila is committed to creating an equitable, local, public art opportunity by taking into consideration how the opportunity is promoted to the public, the accessibility of the application process, being inclusive of applicants who may not have digital art devices available to them and creating an equitable selection process.

The City will provide a free workshop to support prospective artists in the application process prior to the application deadline. For assistance or questions regarding application content, access to a computer or internet for the purposes of submitting an application, or questions not already answered in this document please attend the **Virtual Q&A – Application Assistance Workshop for Prospective Artists on April 15, 2021 from 6:00-7:00pm** by contact Tracy Gallaway at [TukwilaArts@tukwilawa.gov](mailto:TukwilaArts@tukwilawa.gov) to receive an invitation (link to meeting) for the Virtual Q&A meeting.

### Eligibility

- Applicant must live within King County.
- Applicant must be a professional artist, dedicated to producing artwork on a regular basis.
- Applicant must be 18 years or older and not a full-time student.
- Community groups or student groups can apply if the principal applicant and point of contact is a professional artist committed to leading the group project through to completion.
- Applicant cannot be a member of the Tukwila Arts Commission or an employee of the City of Tukwila.

### Art Opportunity

The City of Tukwila will be doing several rounds of implementing utility box art in 2021-2023 and is seeking to create a roster of artists for current and future utility box art projects. Initially, six artists will be awarded utility box art projects. Additional artists from the roster will be selected as utility boxes are added to the program. Selected artists will be asked to create an artwork design to present for approval to be printed in vinyl and used to wrap a utility box(s). Artists will be paid a stipend of \$500 - \$1,000 (depending on the size and complexity of the utility box) for an approved final artwork, participating in the process to create the vinyl art and licensing rights that will enable the City to reproduce the final design for one utility box in the Tukwila city limits. Artists will be given artwork credit on the box.

The design will be in the style and medium best determined by the artist so long as it can be translated to 2-dimensional imagery and the artwork must integrate the front, back, sides, and top of the box to capture the interest of pedestrians, motorists, and cyclists. There is no specific theme to this call, but if the artist plans to create artwork that is site specific, as in relating to a specific location, environment, or community in Tukwila, please make that clear in the 'Short Written Response' section, question #4 of the application – “Explain the nature of the specific connection and identify the area or neighborhood that would be best suited for this artwork.” The review panel will take this into consideration when determining where selected artwork will be installed.

All applicants will be notified of their roster status. Artists selected for the current round of utility box art will be notified and required to attend an orientation meeting where they will be provided with additional information on the process and expectations for creating a successful utility box artwork. After better understanding the project parameters, artists will develop their "Artwork Proposal," including a concept sketch and written description for review by the appropriate city staff and advisory bodies and provide revisions to the proposal if requested. Artists will then submit a final design for approval. The final artwork must be submitted as a high-quality digital file to the exact specifications provided by the program manager. If artwork is not already a digital file, artist must submit a high-resolution scan or photograph of the artwork, suitable for use. The city program staff will provide support throughout the process and assistance as needed. **The City will be responsible for printing and installation of the box wraps.**

The City will select utility box locations based on a variety of factors including public visibility, needs of the community, and future replacement plans for the boxes. The City will make all final decisions on where to place each artwork. Utility box sizes vary from approximately 3'H x 2'W x 1.5"D to 6'H x 4'W x 2.5'. In some cases, box locations will include a cluster of boxes as shown in the image example. The wraps are intended to last at least 5 years but may be removed at any time at the discretion of the City. While the City will aim to remove any tagging or vandalism, deterioration may occur and thus the City cannot guarantee that the wrap will be restored to its original condition.

### **Wrap Design Guidelines**

- Designs must be appropriate for display in public spaces and viewing by the general public.
- Designs must engage all sides of the box.
- Designs must not contain any representation of traffic lights, signs, or signals.
- Designs should not aim to blend into or mimic the surrounding streetscape.
- Designs should limit blank space.
- Designs cannot include vulgar, profane, prejudice, offensive, or insensitive content.
- Designs cannot include political or religious content; any breach of intellectual property; trademarks; images of illegal activity; advertisements; logos; signage; promotion of any business, organization, individual, or product; or involve the attachment of objects to the boxes.

Designs must not have been previously used for utility box art in King County. All designs will be subject to review and approval by the appropriate city staff and advisory bodies

### **Selection Criteria**

Artists will be selected based on the following criteria:

- Artistic excellence as exemplified in past work.
- Ability to think and work in a scale and with materials that can be translated to utility box art.
- Ability to successfully translate original artwork to a printable, 2-dimensional surface.
- Ability to relate to multiple types of viewers (pedestrians, motorists, cyclists).

### **Timeline**

April 1, 2021 Call to Artist Opens

April 15, 2021 @6:00-7:00pm Virtual Q&A, Application Assistance Workshop for Prospective Artists

April 30, 2021 @5:00pm - Deadline for application submissions

May 10, 2021 Review of applications and selection of artists

May 14, 2021 Notification of artist selection

May 17-21, 2021 (TBD), Virtual orientation meeting for artists selected for the first round of utility box art program

June 11, 2021, Artwork Proposal due for review

June 25, 2021, Final design due as digital file

July-August 2021, Wrap production and installation

# SUBMISSION PROCESS

Please submit the following four items by email to [TukwilaArts@TukwilaWA.gov](mailto:TukwilaArts@TukwilaWA.gov) with “Wrap” followed by your name in the subject line. We suggest sending items 1, 2, and 4 as PDF documents; Word documents are also acceptable. If your email is over 10 MB in size, you may need to send attachments in several batches. Please do not send zip files.

## 1. Short Written Responses

Please submit responses to the following questions, in one page or less (combined). Include artist’s name in the upper left corner. Name the file with the applicant’s last name, underscore, Responses: “Smith\_Responses”

1. Why are you interested in this project?
2. How will your artwork and imagery translate successfully to this form of art?
3. How will your artwork take into consideration multiple types of viewers (pedestrians, motorists, cyclist) – examples are helpful.
4. What themes or inspiration inform your artwork? Indicate specific work samples that you have included as part of this application which are representative of the artwork you envision for this opportunity. If the work you intend to create for this opportunity differs from the work samples you have provided, clearly explain how it differs and what the City can expect to see from you. If you intend to create artwork that is site specific, as in relating to a specific location, environment, or community in Tukwila, explain here. Clearly and simply describe the nature of the specific connection and identify the area or neighborhood that would be best suited for this artwork.

## 2. Professional Resume

Resume should not exceed 2 pages and should include:

- Artist’s name, address, phone, and email address.
- List most recent public art and/or art experience first.
- Name the file with applicant’s last name, underscore, Resume: “Smith\_Resume”

## 3. Work Samples

10 digital images of the artist’s completed work.

- Submit JPEG files only (do not use GIF, TIFF, or other formats.). File dimensions should be 2050 pixels on the longest side, 72ppi-300ppi, maximum 5MB per file.

### Resize images online free (more options are available):

- <http://www.imageoptimizer.net/Pages/Home.aspx> (click "choose file" to upload image, select "normal", input max width "2050", max height "2050", download resized image)
  - <https://www.adobe.com/photoshop/online/resize-image.html> (click "Resize a photo", click "upload file" to upload image, input "2050"px for the longest side and the other dimension will auto adjust, at this point ignore the MB number, click "Resize Image", slide quality level to control the file size for a max file size of 5MB)
  - <https://www.shopify.com/tools/image-resizer> (click "Resize your image", click "upload now" to upload image, select the options for "medium" file size, download resized image)
- Files must be titled with a number indicating the viewing order, followed by the applicant’s name. The numbers must correspond to the Work Sample Description Sheet. Use a “0” in front of single digit numbers and use only letters, numbers, and underscores. For example: 01\_Smith.jpg; 02\_Smith.jpg.

- If possible, your work samples should present artwork that is representative of the artwork you intend to propose for the design concept for this project. Artists may use up to 2 images to present concept sketches, but this is NOT a requirement and will NOT give artists any additional advantage. This is intended to be an optional, additional tool for communicating clearly what you intend to do for this project. This is a good option if the artwork you are presenting is not a good representation of the artwork you envision for this opportunity.

**4. Work Sample Description Sheet** including:

- Name in the upper left corner of every page.
- Images numbered consecutively and listed in the order in which they are to be viewed, and include:
  - Title of artwork
  - Medium
  - Dimensions (H" x W" x D")
  - Year work was completed
  - Location (City, State, Neighborhood), if applicable
  - Funding agency or owner/collection, if applicable
  - Budget, if applicable
  - Brief and succinct description of artwork, 3 sentences max
  - If work is presented as part of a collaboration, explain your role in the larger project and credit design team or individual collaborators by name and role
- Name the file with applicant's last name, underscore, WorkSamples: "Smith\_WorkSamples"

**Consideration for Other Opportunities**

Indicate if you would like to be considered for other Tukwila Public Art opportunities in the future by including the following statement at the end of your application.

- "Yes, for consideration in the future."

**Example of a typical traffic signal box**

(exact dimension and locations of selected boxes will vary)

