



CALL TO ARTISTS

REQUEST FOR QUALIFICATIONS

TACOMA MURALS PROJECT

Traffic Box Wrap Project

Deadline: June 17, 2015, midnight

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

Call Summary

The City of Tacoma is seeking artists to design artworks that can be reproduced as a vinyl wrap and applied to traffic signal boxes throughout Tacoma. This opportunity is open to visual artists, residing within the official city limits of Tacoma, working in any medium, as long as the final artwork can be translated and digitally reproduced on a 2-dimensional vinyl wrap.

The project is designed to enhance the public realm by adding works of art by local artists to utilitarian surfaces that are often targeted by vandalism. The wrapped boxes are intended to enhance neighborhood and community identity, turn ordinary spaces into community landmarks, and promote community dialogue.

Eligibility

- Applicant must live within the official city limits of Tacoma
- 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
- Applicant cannot be a member of the Tacoma Arts Commission or an employee of the City of Tacoma

Art Opportunity

The City of Tacoma is seeking up to 10 artists to create one artwork design each to be reproduced as a vinyl wrap and applied to traffic signal boxes throughout Tacoma. Each selected artist will be paid \$1,000 for an approved final design and licensing rights that will enable the City to reproduce the final design on multiple traffic signal and/or utility boxes throughout the City.

There is no theme to this call. The design will be in the style and medium best determined by the artist but must integrate the front, back, sides, and top of the box to capture the interest of those that drive, ride, and walk by.

All selected artists will be required to attend one initial meeting where they will be provided with technical assistance to understand the project and specifications. After understanding the parameters, artists will develop a concept, submit an initial design proposal for review by the City's Arts Program staff and, if requested, provide revisions to the proposal. Artists will then submit a final design for approval by Arts Program staff. The final artwork must be submitted as a high quality digital file to the exact specifications provided by the Arts Program. If artwork is not inherently a digital file, artist must submit a high resolution scan or photograph of the work, suitable for use. **The City will be responsible for printing and installation of the box wraps.**

Artists will not be designing for a specific location. The City will select at least 10 traffic signal box sites within Tacoma, the exact locations of which will be determined by the City based on a variety of factors including public visibility, needs of the community, and future replacement plans for the boxes. In general, the traffic signal box sites will be highly visible, in areas without a good representation of public art and/or in areas that have a history of blight and/or vandalism. Traffic signal boxes vary in size from roughly 50" x 30" x 17" to 76" x 44" x 26".

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 a general audience
- 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
- All designs will be subject to review and approval by Arts Program staff

Selection Criteria

Artists will be selected based on the following criteria:

- Artistic quality as exemplified in past work
- Ability to think and work in a scale and with materials that can be translated to the site
- Ability to successfully translate original artwork to a digital file for a 2-dimensional surface
- Ability to think conceptually with innovative and effective approaches demonstrated in other creative projects
- Ability to relate to multiple types of viewers (pedestrians, motorists, cyclists)

Timeline

June 17, 2015, midnight	Deadline for application submissions
By June 26, 2015	Review of applications and selection of artists
By June 30, 2015	Notification of artist selection
Week of July 6, 2015	Required meeting for all selected artists
July 30, 2015	Design draft due
September 1, 2015	Final design due as digital file
September, 2015	Wrap production and installation

Questions?

Contact Naomi Strom-Avila, Cultural Arts Specialist, at nstrom-avila@cityoftacoma.org or 253-591-5191.

SUBMISSION PROCESS

Please submit the following four items by email to nstrom-avila@cityoftacoma.org with “Wrap” followed by your last 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 right corner. Name the file with the applicant’s last name: “Smith Responses”:
 1. Why are you interested in this project?
 2. How will your work and imagery translate successfully to this application?
 3. How can your work relate to multiple types of viewers (pedestrians, motorists, cyclist) – examples are helpful.

2. Professional Resume

- Resume should not exceed 3 pages and should include artist’s name, address, phone, and email address.
- List most recent public art and/or art experience first.
- Name the resume file with the applicant’s last name: “Smith Resume”.

3. Work Samples

10 digital images of the artist’s completed work. If available, work samples should include documentation of similar past projects.

- Submit only “High” quality JPEG files (do not use GIF, TIFF, or other formats.)
- 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.

4. Work Sample Description Sheet including:

- Name in the upper right 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”), if applicable
 - Location (City, State, Neighborhood), if applicable
 - Funding agency or owner/collection, if applicable
 - Budget (if applicable)
 - Year work was completed
 - Brief and succinct description of artwork
 - 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 the applicant’s last name: “Smith WSDS”

Example of a typical traffic signal box

Exact dimension and locations of selected boxes will vary.



front



side



back