

Call for Artists – Traffic Control Box Vinyl Wrapping

The City of Lethbridge Public Art Program is seeking multiple artists to design artworks to be used to vinyl wrap traffic control boxes located along 13th Street. The boxes themselves are one of two styles, placed at the corner of all intersections with traffic lights. Artists will be commissioned to provide designs for the vinyl wraps. Artists are not responsible for the fabrication and installation of the vinyl wrap. This work will be completed by City of Lethbridge contractors. Artists selected to produce a design will be required to participate in a workshop with the graphic designer in advance of executing their design. Specific traffic control boxes will be assigned to artists at the workshop and information will be provided on requirements for modifying designs to be compatible with the wrapping process.

Program Background

Following the success of the Utility Box Vinyl Wrap Pilot project, the City of Lethbridge Public Art program is looking to add additional vinyl wraps throughout the City. This program provides opportunity for artists working in any medium to create original artworks that will add vibrancy to intersections while simultaneously creating a sense of place. These artworks are temporary works with a life span of 3-5 years. Wrapping traffic control boxes not only improves the aesthetic of the environment but also improves the lifespan of the boxes and acts as a graffiti deterrent.

Sites

The selected traffic control boxes are along 13th Street, running from 9 Ave N, through to 6 Ave S. All traffic boxes are on the west side of intersections with traffic lights. Map (attached) provides specific corner directions (ie: southwest or northwest)

Eligibility

This competition is open to local artists of all ages, at all levels of their artistic practice.

Project Considerations

Artists should consider the following when contemplating their design concept:

- Designs should contribute to the visual vibrancy of the streetscape while respecting the character of the site.
- Designs should appeal to a broad audience, contain appropriate content, and should reflect one of the following themes:
 - Place and connection
 - Urban ecosystems
 - Bridging communities
- Design discouraging/masking graffiti (ie: limited negative space) are preferable.
- Designs cannot contain traffic signs, traffic signals or images that would confuse or distract drivers.
- Advertising of any type is not permitted.
- Designs will be visible to pedestrian and vehicle traffic and should engage from multiple angles.

Artists must be aware that their work is in the public domain and is subject to vandalism. Damaged artworks that cannot be repaired may be removed.

Project Budget

Selected artists will receive an artist fee of \$500 per utility box.

Project Timeline

Proposal Advertising: May 12, 2023

Proposal Submission Deadline: June 12, 2023, 4:30pm local time

Workshop: Late June 2023; Date to be determined with selected artists

Final Design Submitted: July 31, 2023 (early submissions are encouraged)

Installation: Fall 2023

Evaluation Process

The application process for this project is competitive. The selection panel will review all compliant applications and will select artists based on:

- Strength of proposed design concept (50%)
- Previous artistic experience (25%)
- Strength of past work (25%)

Submission Process

Interested artists are asked to submit:

- Up to date CV, including contact information.
- Letter of Interest that explains why you are interested in participating in this project and a brief description of your proposed design. Design concept should include information on theme, design content, approach to creating design (style/media) and an indication of color palette. Maximum one page, 500 words.
- Five images of current or past with the following information:
 - Title
 - Date
 - Size/Duration
 - Materials
- All materials must be submitted as a single PDF file. Multiple files will not be accepted.

Artists may submit more than one design concept but are asked to submit each concept in a separate package for each.

Applications should be emailed to publicart@artslethbridge.org.

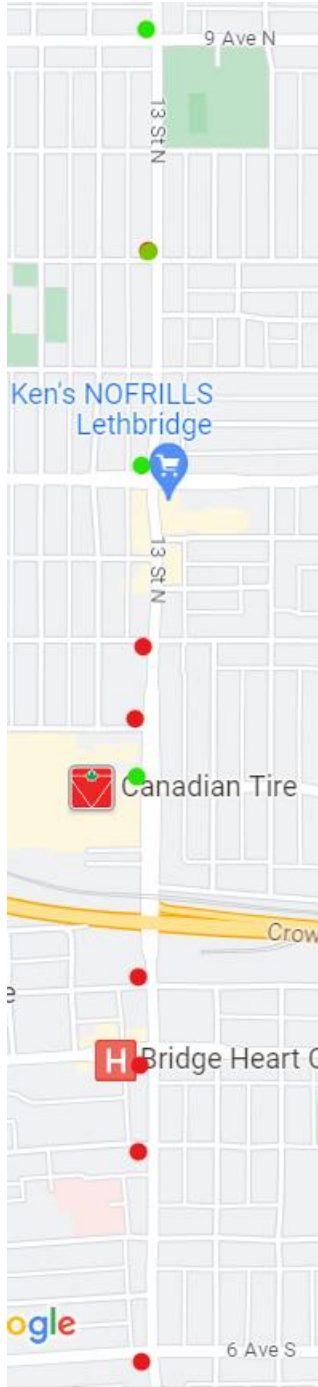
Please include "Traffic Control Box Project" in the subject heading.

Only electronic submissions will be accepted.

Application deadline: June 12, 2023, 4:30pm local time

Locations

Red dots indicate pole mounted. Green dots indicate cabinet model.



1. 9th Ave N and 13th Street N (Northwest corner)
Cabinet model. Approximate dimensions: 62" (h) x 17" (d) x 30" (w)
2. 7th Ave N and 13th Street N (Northwest corner)
Cabinet model. Approximate dimensions: 62" (h) x 17" (d) x 30" (w)
3. 5th Ave N and 13th Street N (Northwest corner)
Cabinet model. Approximate dimensions: 62" (h) x 17" (d) x 30" (w)
4. 3rd Ave N and 13th Street N (Southwest corner)
Pole mounted. Approx. dimensions: 49.5" (h) x 15.75" (d) x 25" (w)
5. 2nd Ave A N and 13th Street N (Northwest corner)
Pole mounted. Approx. dimensions: 49.5" (h) x 15.75" (d) x 25" (w)
6. 2nd Ave N and 13th Street N (Northwest corner)
Cabinet model. Approximate dimensions: 62" (h) x 17" (d) x 30" (w)
7. 2nd Ave S and 13th Street S (Northwest corner)
Pole mounted. Approx. dimensions: 49.5" (h) x 15.75" (d) x 25" (w)
8. 3rd Ave S and 13th Street S (Southwest corner)
Pole mounted. Approx. dimensions: 49.5" (h) x 15.75" (d) x 25" (w)
9. 4th Ave S and 13th Street S (Southwest corner)
Pole mounted. Approx. dimensions: 49.5" (h) x 15.75" (d) x 25" (w)
10. 6th Ave S and 13th Street S (Southwest corner)
Pole mounted. Approximate dimensions:

Examples of Cabinet Model (Locations 1, 2, 3, 6)



Location #2: 7th Ave N and 13th Street N (Northwest corner)
Cabinet model. Approximate dimensions: 62" (h) x 17" (d) x 30" (w)

Examples of Cabinet Model (continued)



Location #6: 2nd Ave N and 13th Street N (Northwest corner)
Cabinet model. Approximate dimensions: 62" (h) x 17" (d) x 30" (w)

Example of Pole Mounted Model (Locations: 4, 5, 7, 8, 9, 10)



Location #4: 3rd Ave N and 13th Street N (Southwest corner)
Pole mounted. Approximate dimensions: 49.5" (h) x 15.75" (d) x 25" (w)

Example of Pole Mounted Model (continued)



Location #5: 2nd Ave A N and 13th Street N
Pole mounted. Approximate dimensions: 49.5" (h) x 15.75" (d) x 25" (w)

Selected artists will be required to sign the following Artist Release Form; it is not required as part of the submission process.

Artist Release Form: 13th Street Vinyl Wraps

This document sets forth the terms and conditions under which the named Artist:

Name: _____ hereinafter known as "Artist"

Address: _____

City: _____ Province: _____ Postal Code: _____

Title of Work: _____ ("entitled artwork")

shall allow the City of Lethbridge (the "City") to use and/or display the entitled artwork stated above on City-owned utility equipment. The Artist, by signing below, expressly agrees to and accepts the following conditions:

1. The Artist agrees that the consent given below for the entitled artwork, shall remain in place for a period of five years from the date of execution of this Artist Release Form. The City makes no guarantee that the entitled artwork will be displayed for a specific duration.
2. The Artist consents and expressly grants a non-exclusive license enabling the City to display reproductions of the entitled artwork on City-owned utility equipment. The Artist also agrees that photographs, film or other reproductions may be taken and/or made of the entitled artwork by the City to be used for non-commercial purposes.
3. The Artist represents and warrants that their work is original to them and does not infringe upon or violate the intellectual property rights of any other party.
4. The Artist agrees to indemnify and save harmless the City from and against any and all losses and third-party claims which the City may incur directly or indirectly arising from a claim that the entitled artwork infringes the intellectual property rights of any third party.

I, the Artist, hereby declare that I have read the foregoing Artist Release Form and that in consideration of the privilege of displaying the entitled artwork, I hereby agree to and accept all of the terms and conditions stated herein, and further acknowledge that I am free to seek independent legal advice prior to signing below.

*Signature of Artist: _____ Date: _____

Print Name of Artist: _____

* IMPORTANT: If the Artist is under the age of 18, this Artist Release Form must be signed by the Artist's legal guardian.