Call for Artists: Utility Box Art Wraps

The City of Rancho Cordova is committed to fostering a beautiful and creative community. To support this commitment, the City is seeking artists or artist teams to propose art wrap designs for utility boxes and possibly other fixtures within the community.

Date of Release: August 18, 2020

What kinds of projects will be considered?
Artwork must be unique, original work and scaled/configured to be successfully applied to the multiple faces of a utility box. Any artwork that can be transferred to a 2-dimensional, multi-sided format will be considered. Artwork will be installed in a public place and must be suitable for viewing by all ages.

Who is eligible?
Artists 16 years and older within the greater Sacramento region (Sacramento, Yolo, Placer and El Dorado County residents) are eligible to apply. Partnerships and collaborations are welcome, including between established and emerging artists.

Artist Project Stipend
The artist will receive a $750 stipend per utility box art wrap design selected. This same stipend of $750 applies to a paired design submitted for City signal boxes. The stipend is exclusive of costs to install the artwork wrap. If submitted by an artist team, the team will share the $750 stipend.

Technical Support to Artists
The City has retained the services of a local company to install the art wraps. The City’s installation contractor will also assist with the conversion of artwork to an appropriately scaled and configured design for wrap production. The City may assist with high-resolution photographs of artwork.

Installation
The City’s installation contractor will print and install the wraps. The cost of formatting an artist’s image to an appropriate format and installing the art wrap will be funded by the City independent of the artist stipend.

Sites
Artists may, but are not required to, specify a preferred box location. If identifying a specific location, artists are encouraged to consider the context of the location and describe how a proposed artwork responds to the context of the specific location. The City will consider locations proposed by artists but retains the right to locate any artwork at any potential locations in Rancho Cordova. A map of utility boxes may be viewed at: http://ranchocordova.maps.arcgis.com/apps/StoryMapBasic/index.html?appid=0b155cfd3ece4154bfded1b954561113

Artist Recognition
The City wishes to support and promote local artists. To that end, an artist acknowledgment will be placed on the installation unless the artist chooses to forego such recognition. The City will also highlight selected work on the City website and on any future Rancho Cordova Arts website or webpage.
Typical SMUD Utility Boxes (A and B)
SMUD utility boxes within Rancho Cordova vary in size and shape. Artists should consider the size of utility box faces when proposing artwork. Please note, SMUD box identification stickers will be reinstalled after wrap installation.

Typical City Signal Boxes (C and D)
City signal boxes, located at signalized intersections, are generally placed in pairs. Submittals for signal boxes should propose a paired design solution that wraps all sides of both boxes. The exceptions to this are Boxes 3 and 19 found within the art box location map. They are each a single City box rather than a pair.

Successful solutions for SMUD boxes and City signal boxes will vary substantially. Artists will be required to select the box type and, if selecting the City signal box format, provide a design that can be applied as a paired box design solution (or a single pedestal in the case of Box 3 and Box 19).

Selection Process
Projects will be evaluated and selected by the Arts Stakeholder Group and City staff. Review criteria include:

- Artistic merit, creativity, quality and clarity of approach to this project
- Demonstration that artwork will present well in utility box configuration
- Completeness of application submittal
- Appropriateness for proposed location, if specific location is proposed
Technical Requirements

- Artists must be familiar with the layout of a box wrap (four sides and top) and artwork must lend itself to reproduction in this format
- Changes to the design may be required to accommodate site-specific requirements
- If an artist proposes a preferred location, the proposed location of art box shall be noted in the application

Schedule

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist call open</td>
<td>August 18, 2020</td>
</tr>
<tr>
<td>Application deadline</td>
<td>September 30, 2020</td>
</tr>
<tr>
<td>Artist(s) selected by panel</td>
<td>October 30, 2020</td>
</tr>
<tr>
<td>Artist(s) design refinement</td>
<td>November 2020</td>
</tr>
<tr>
<td>Artwork Installed</td>
<td>Fall 2020 to Spring 2021</td>
</tr>
</tbody>
</table>

How to Apply

To apply, visit www.cityofranchocordova.org and in the search box, enter “Utility Box Art Wrap Program” to find the program’s page. Artists interested in this opportunity must submit:

- Completed Application
- Image of Proposed Artwork in JPEG file format or as hard copy – see application for requirements.
- Artists may only submit one proposed piece of artwork per application, but an artist or team of artists may submit up to three applications.

DEADLINE: All proposals must be received by the City no later than September 30, 2020 by 5:00 PM PST.

Art Box award recipients shall not be affiliated with the City of Rancho Cordova, including City staff, members of the City Council, or paid consultants, vendors, or Arts Stakeholder Group members working on the Utility Box Art Wrap Program. Selected artwork cannot already appear in the greater Sacramento region (Sacramento, Yolo, Placer and El Dorado Counties) in a similar wrapped format.

For more information, please email or call Daniel Leonardich at 916 851-8904 or dleonardich@cityofranchocordova.org or Stacy Delaney at 916 851-8878 or sdelaney@cityofranchocordova.org.

3552662.1