



LOCAL ARTIST PROGRAM



Traffic Signal Box Wraps: Call for Digital Art
12 Different Commissions Available

Budget: \$800 per commission (design only)

Deadline: **August 21, 2020**

Eligibility: **Applicants must be a resident of Burlington, Ont.**

For more information:

Kim Selman

T: 905-548-0111

E: kim@cobaltconnects.ca

Online application can be found at:

www.burlingtonpublicart.com

Introduction

Art plays a powerful role in bringing people together to share common experiences and explore new ideas. Now, more than ever, artists share hope and inspiration in a time of crisis. The City of Burlington public art program invites local artists to submit digital artwork that will be reproduced and installed on traffic signal control boxes throughout the city. Artists are encouraged to submit artwork that focus on inspiring and uplifting the community during these challenging times. This artwork will form an urban art gallery that can be experienced by residents while still practicing appropriate social distancing.

About the Local Artist Program

The Local Artist Program is dedicated to telling local stories using local talent. Each year, the City of Burlington public art program commissions local artists to create small to medium-scale artworks throughout the city. This can take a variety of forms including murals, small-scale sculptures and functional artwork such as bike racks and benches. These commissions are open **exclusively to artists residing in Burlington, Ont.** Free professional development opportunities are available to assist artists with the application process and project development.

2020 Program

The City of Burlington is seeking proposals from local artists to design vinyl wraps for traffic control boxes located throughout Burlington. This is a **design only commission** as the City of Burlington will be responsible for the fabrication and installation of the vinyl wraps. Artists may create a new artwork concept for this project or reformat an existing artwork. Successful artists will be required to submit a high-resolution digital file of their artwork concept (assistance is available upon request).

12 artists will be commissioned to create a unique design that will be used to produce 1-2 utility box vinyl wraps. All artwork files must be provided to the City of Burlington in a high-resolution digital format suitable for printing. **Assistance will be provided to those requiring help transferring their artwork into a digital format.**

How Does the Program Work?

1. **Create a preliminary design:** Artists may adapt existing work to suit the utility box template or may create a new artwork concept for this project. Artists are only expected to submit preliminary proposals (i.e. rough design sketches) at this stage of the process. Artists selected for a commission will be given time and assistance to finalize their design and prepare the file for printing.

Artists may submit a maximum of three (3) different designs for consideration however, only one commission per artist will be awarded.

2. **Prepare your application:** Prepare the materials outlined in the 'Application Package' section of this document. Need help? The public art program is offering free one-on-one (virtual) assistance with the application process. See the 'Resources' section for more information.
3. **Submit your application:** Applications are **due on or before August 21, 2020** and may be submitted online at www.burlingtonpublicart.com.
4. **Community jury:** A community jury will review all applications and will select the successful applicants.

Design Specifications

The proposed design must conform to the attached design template (see below) and must adhere to the following specifications:

- Artwork can be created in any medium but must be photographed, digitally scanned or digitally created so that it may be reproduced.
- Artwork design must cover all four sides and the top of the traffic control box
- Artwork must be original and cannot infringe on the copyright of any other individual / company
- Artwork may not include logos, company names, etc.
- Artwork must be suitable for public display and therefore cannot contain or refer to subjects such as profanity, hate speech, nudity or violence.
- Artwork cannot contain imagery resembling traffic signals or signage
- Artists are encouraged to consider graffiti deterrence measures when developing their design. This includes the following strategies:
 - o Avoid large areas of solid colour and/or white spaces
 - o Avoid designs using predominately light colours; darker or more saturated colours work best

Traffic Signal Cabinets

The traffic signal cabinets range in size. The most common size is 38" Wide, 70" Tall and 26" Deep (see image below). For the purposes of this application, artists are asked to use the provided standardized template. The winning artists will be provided with an artwork location, detailed measurements and assistance preparing the final digital file.

Fig. 1: Standardized traffic signal cabinet with dimensions and example showing how artwork will be applied to the cabinet.

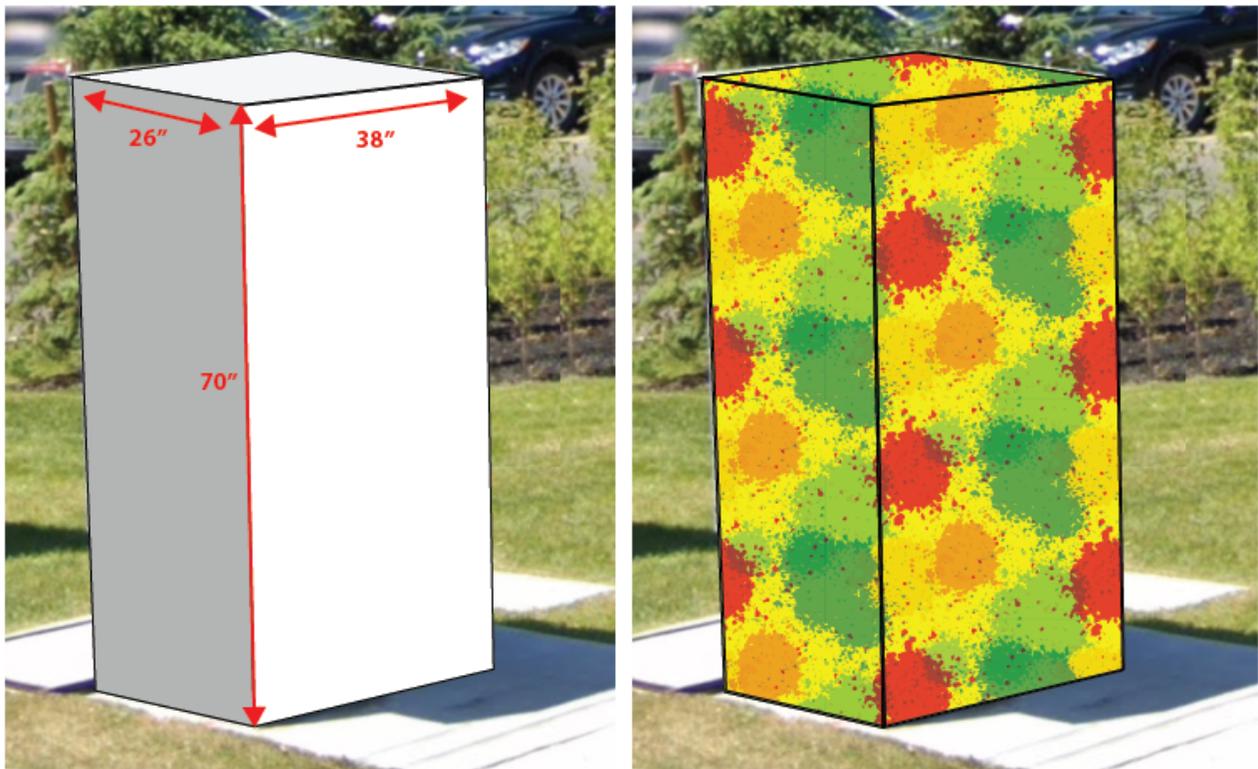
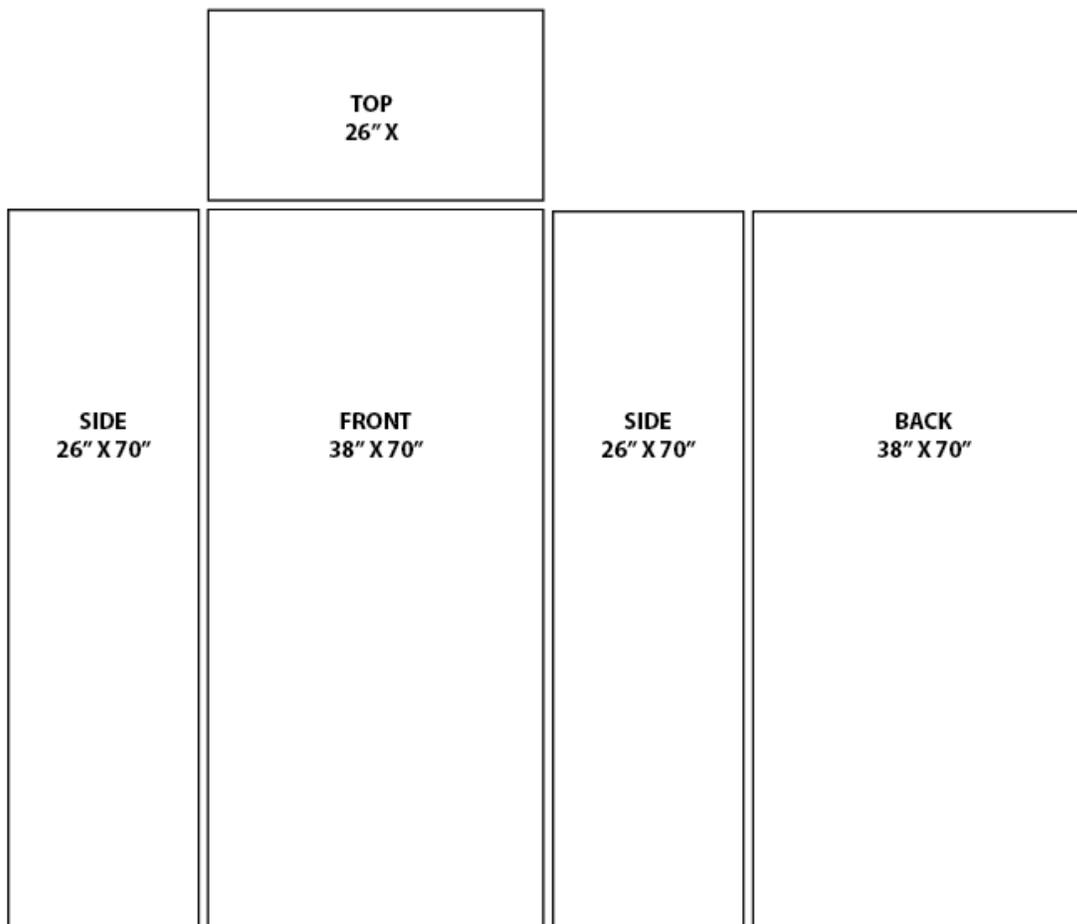


Fig.2: Artwork template. The template below can be downloaded from www.burlingtonpublicart.com or requested by emailing kim@cobaltconnects.ca. All submissions must be presented using this template.

If you need help using this template or converting your artwork into a digital format, please contact Kim Selman, kim@cobaltconnects.ca or 905-548-0111 to make arrangements for assistance.



Artwork Locations

Location	Nearby Landmarks
Appleby Ln. & Pinedale Ave.	Appleby Village (shopping plaza)
Brant St. & Victoria Ave. (Student Commission)	Central Public and Secondary Schools
Brant St. & Ghent Ave.	Burlington Square Plaza
Drury Ln. between Caroline St. & Tallman Ave.	YMCA; Central Recreation Centre
Guelph Ln. & Prospect St.	TD Bank / shopping plaza
Lakeshore Rd.	Joseph Brant Hospital (parking entrance)
Lakeshore Rd. & Pearl St.	RBC Bank & various condominiums
Lakeshore Rd. between Stratheden Dr. & Alexander Ct.	Lakeshore Public School
Pinedale Ave. & Bridlewood	Frontenac Public School & Park
Upper Middle Rd. & Duncaster Dr.	Shopping plaza
Upper Middle Rd. & Guelph Ln. (Student Commission)	MM Robinson Secondary School
Walkers Ln. & Berton Ave.	Headon Forest Shopping Centre

Budget

- The budget for this project is \$800 per commission
- **This is an artwork design fee only** – the City of Burlington will be responsible for all costs related to the production and installation of the artwork
- The selected artist should budget for:
 - Artist fee, including design fee and project management
 - Production management - working with Public Art Manager, artist will liaise with the printer to create the correct digital files, ensure the artwork is printed with correct colours, etc.

Eligibility & Jury Process

Who Can Apply?

The Local Artist Program is open to artists at various stages of their career such as emerging, mid-career and established, working in a variety of mediums. You do not need past experience in public art to apply to this program.

Applicants must be a permanent resident and/or taxpayer in Burlington. Artists who are selected for a commission will be required to supply proof of residency prior to entering into a contract with the City of Burlington. Artist teams may apply provided all members meet the residency requirements.

How Do I Apply?

There are 12 different commissions available. Artists may submit artwork concepts for more than one location, however only one commission per artist will be awarded. To apply, applicants should submit a **preliminary** design sketch and the required support materials. The design sketch is intended to be a work-in-progress / concept sketch rather than a finished piece.

Jury Process

A community jury comprised of residents, artists and stakeholders will review all applications using a two-phase process:

Phase One: The jury will evaluate the artwork concept proposals in Phase One (mural design sketch and project proposal). Using the scoring sheet below, the jury will then create a short-list of proposals to move on to Phase Two.

Phase Two: The jury will review and score the additional application materials for each of the short-listed concepts (images of past work and curriculum vitae). The jury will then select the successful artists to move forward with the commissions.

Scoring Criteria

PHASE ONE

<p>Artistic Excellence Strength of artwork concept, originality and artistic merit of the preliminary design sketch.</p>	15 points
<p>Context The proposed artwork creatively responds to the design specifications and the broader Burlington context</p>	5 points
TOTAL	20 points

PHASE TWO

<p>Artwork Samples The artwork samples provided display a high level of artistic merit within the artist's chosen discipline (not necessarily mural production / public art)</p>	10 points
<p>Curriculum Vitae (C.V.) The artist's qualifications and experience demonstrate a high level of commitment to their chosen discipline (not necessarily mural production / public art)</p>	5 points
TOTAL	15 points

Resources

Assistance Creating Digital Artwork Files

Do you need help creating using the artwork template and/or creating digital file of your artwork? We can help you take your hard copy sketch and transfer it to a digital file using a scanner or high-resolution photograph. This includes access to the appropriate equipment and image editing software. Please contact Kim Selman to book your appointment.

One-on-One Application Review

Artists planning to submit to the Local Artist Program may book a 30-minute session with the Public Art Manager to review a draft of their application package and get constructive feedback. To ensure the safety of staff and program participants, these sessions will be conducted via videoconference or by phone. Attendance is voluntary and appointments must be booked in advance.

Please contact Kim Selman by July 10th to book your appointment:
kim@cobaltconnects.ca or 905-548-0111

Online Resources

There is a lot of great information online that can help you with your proposal and project development. We have compiled a list of resources on our website:

<https://burlingtonpublicart.com/projects/local-artists/>

Ongoing Professional Development

The artists who are selected for the 2020 commissions will be provided with ongoing professional development throughout the project. This will include access to staff to provide one-on-one advice and project support. We can also assist artists with digital photography services and access to/ help using graphic design computer programs for those needing assistance converting their artwork into a digital format.

Estimated Project Timeline – 2020

Deadline	Activity
June 8	Request for Proposals (RFP) is released
July 6 – August 10	Application assistance available upon request
August 21	Applications due
By September 4	Successful artists selected; enter into a contract with the City of Burlington
September 8 – October 6	Project development; Artists work with Public Art staff to refine designs, finalize artwork concept and create digital artwork file.
October / November	Installation and online project launch (date TBD)

Application Deadline and Receipt

All applications are due on or before **August 21, 2020**. Incomplete applications or those received after the deadline will not be accepted. Faxed or emailed applications will not be accepted.

All applicants will receive notice via email that their application has been received. It is the responsibility of the applicant to ensure that their application has been received by Cobalt Connects. If you do not receive verification within one week of submitting your application, please contact kim@cobaltconnects.ca or 905-548-0111.

Loss or Damage: While every precaution will be taken to prevent loss or damage, the City of Burlington, Cobalt Connects and selection committee shall not be liable for any loss or damage, however caused.

Cobalt Connects manages the City of Burlington’s Public Art Program. Guided by the Public Art Policy, Cobalt Connects works in cooperation with city staff to develop and implement the Public Art Master Plan. The selection committee, Cobalt Connects, and the City of Burlington reserve the right to choose to not recommend any application, proposal or finalist and to terminate or re-advertise any project.

Application Package

Applications are due on or before **August 21, 2020**. Applications must be **submitted online**. Please note, to use the online application, you will need to create a free account for the online application system Submittable. Visit <https://burlingtonpublicart.com/calls-for-artists/> to access the online application.

Applications must include the following:

1. **Mural Design Sketch:** Please submit a **preliminary** sketch of the proposed design. The design sketch is intended to be a work-in-progress / concept sketch rather than a finished piece. Please use the provided template and submit as a JPEG or PDF file. Please contact kim@cobaltconnects.ca if you need assistance transferring your design into a digital format.
2. **Artwork Concept Statement:** Please provide a written outline of the proposed artwork concept. This should include a statement on the artist's approach to the project, stating how the proposed artwork is intended to be interpreted and understood by the City and general public (**maximum 500 words**).
3. **Artwork Samples:** submit **six images** maximum of your past artwork. Please note:
 - Images should be representative of your past work and do not necessarily need to include samples of past public art projects
 - All images must be in JPEG format, high resolution is preferred
 - Do not embed images in documents such as Word or PowerPoint or compress files (i.e. WinZip, Stuffit, etc.)
 - Clearly label files and do not use any special characters, symbols, periods, etc. (i.e. \$, %, &) in the file name
4. **Image List:** Tell us about your artwork samples. Please include: title of artwork, materials, dimensions, date and location of artwork, if applicable.
5. **Curriculum Vitae:** outline recent qualifications and artistic activities, **two pages maximum**.

Contact Us

Please do not hesitate to contact us if you require assistance or have difficulty accessing the online application:

Kim Selman
T: 905-548-0111
E: kim@cobaltconnects.ca
W: www.burlingtonpublicart.com