
CALL TO ARTISTS - REQUEST FOR PROPOSALS
“Outside the Box”
Art for Traffic Signal Controller Boxes – Phase 2

**Artists are invited to submit a proposal for art for traffic signal boxes.
Artists who submit proposals by March 11, 2011 will be eligible to apply.**

Date Issued: February 8, 2011
Submittal Deadline: 5:00 p.m. on March 11, 2011

Background

Traffic signal controller boxes have been used in the cities of Santa Cruz and Capitola as canvases to display the artwork of local artists and graphic designers. Typically painted light gray, these controller boxes have been colorfully transformed by local artists. Recently, the County of Santa Cruz completed Phase 1 of the “Outside the Box” program; eight traffic controller boxes in Soquel have been painted in a variety of images relating to Soquel Village and/or rural areas of Soquel.

Project Description

The County of Santa Cruz is currently seeking proposals for art for nine traffic controller boxes for Phase 2 of the program, with boxes located primarily in the Live Oak area. All artists who reside in Santa Cruz County are eligible to apply. Artists are required to paint directly on the box with water-based acrylic paint.

About the Cabinets

Cabinets are located on or near street corners, and are visible to both pedestrian and vehicular traffic. Cabinet surface size varies; some are slightly shorter or wider, and some have smaller boxes attached to the larger box. Photos of each box, including dimensions and location, are available on the Parks Department website at www.scparks.com. Proposals should describe full surface coverage (how all sides and surfaces will be treated) and must specify the artist’s preferred box/location for their proposed image(s). Please note: artists may be selected to paint a box at an alternate location, rather than their preferred location.

Project Budget

\$500.00 per cabinet will be paid to artists selected to paint directly onto cabinets, in two installments of \$250 each. Payment 1 after artist selection is made; payment 2 after completion of work.

Materials

The County will be responsible for prepping, and priming and covering the boxes with an anti-graffiti coating/UV protective coating. Artists must supply their own materials. Paints used must be water-based acrylics, and must be approved by County Parks Department staff for safety and durability.

Artist Selection Criteria

Open to all artists who live in the County of Santa Cruz. Artists will be selected based on the following criteria:

- Creativity and innovation of design.
- Artist’s demonstrated ability to produce the proposed artwork within the defined budget.

Artists selected to paint must be available: Mid-April through the end of May, 2011. **All work must be completed and a final invoice submitted to the Parks Department by June 3.**

Project Selection Panel and Selection Process

A selection panel will jury the submitted images. It will be comprised of a County Arts Commissioner; Public Works and Redevelopment Agency staff, two artists, and a two community members. The County Arts Commission will review the panel’s recommendations and give final approval before artists may begin work.

Project Timeline *(Please note: the project timeline is subject to change)*

February 8	RFP Released
March 11	Submission Deadline
Week of March 28	Selection Panel review and select proposals to forward to Arts Commission
April 4	Arts Commission review and approval
Early April	Notify artists; paperwork completed (purchase orders, W-9, vendor registration)
Mid-April	Boxes prepped and primed
Late-April - May	Project implementation
Early June	UV/anti-graffiti coating applied to boxes

Submission Guidelines

- 1. A one page cover sheet** stating the following information, in the order listed:
 - Title: "Outside the Box" - Public Art Proposal
 - Artist's Name
 - Artist's Phone Number and Fax Number (if available)
 - Artist's E-mail Address
 - Artist's Mailing Address
- 2. A resume** of not more than two pages that demonstrates experience as an artist.
- 3. Image List** Artists may submit up to 10 digital images or previous work. Digital imagery guidelines:
 - i. PC compatible CD.
 - ii. Each image should be no larger than 1500 X 1500 pixels, 300 dpi and 2 MB.
 - iii. JPEG or TIFF ONLY.
 - iv. Each JPEG or TIFF must be titled with the artist's name and a number that corresponds to the annotated image list. For example- ShellySmith01, ShellySmith02.
 - v. CD must be clearly labeled with the artist's name.
- 4. Annotated Image List** - Provide a brief description of selected images including dimensions, materials, date of work for each image of previous work provided.
- 5. Concept drawings/images** on 8 ½" x 11" white paper. Drawings/images should indicate how artist proposes to approach this project. Drawings do not need to be in color or to exact scale, but should show the artwork placed within the site to demonstrate the artwork's relationship to the traffic box. Artists may use separate sheets of paper if desired to show what is intended for each side of the box.
- 6. A written proposal** of not more than one page, which describes the proposed concept and drawing/image, indicates materials to be used, how image will fit onto the box (include information for all surfaces/sides of the box), and preferred location.
- 7. References** - Names, phone numbers and addresses of three professional references, with artist's name noted at top of page.
- 8. Optional** - The application packet may include up to three selections of support materials such as reviews, news articles, and other related information.

Use 8 1/2" x 11" sheets of plain paper only. Please do not bind materials, and do not submit materials in plastic sleeves, binders, notebooks, or folders.

Application Deadline: Applications must be received no later than 5:00 p.m. Friday, March 11, 2011 at the address listed below. Applications received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Application packets may not be modified after submission.

Send proposals to: K. DeWild – Traffic Box Art Program
County of Santa Cruz Parks Dept.
979 17th Ave.
Santa Cruz, California, 95062

Questions? Concerns? Applicants are encouraged to contact Parks staff to learn more about this project. For more information, contact Kathy DeWild, Recreation Supervisor, (831) 454-7933 or email prc039@scparcs.com