



REQUEST FOR PUBLIC ART PROPOSALS “South Wedge Urban Art” TRAFFIC CONTROL BOX PROJECT

POSTMARK DEADLINE FOR APPLICATION: April 1, 2010

The Business Association of the South Wedge Area (BASWA), in conjunction with the South Wedge Planning Committee (SWPC) seeks to commission completed art work on nine metal traffic control boxes spanning South Avenue from Byron Street to Linden Street and also on Mt. Hope Avenue from Byron Street to Cypress Street.

The primary objective of this project is to beautify the South Wedge neighborhood and commercial district in a manner that corresponds with and complements our seventeen “Parking Meter Totems”; whimsical, sculptural bike racks that were designed and fabricated by artists, and funded through two previous Decentralization grants. Additional objectives are to support local artists, and to recognize the fact that when controlled, sanctioned graffiti-style street art (or “lowbrow art”) can be beautiful, vibrant, urban public art instead of just vulgar and gang-oriented. In addition, the art work will act as a deterrent to graffiti vandals, and to other undesirable uses of the control boxes, including display of public flyers.

BACKGROUND

The traffic control boxes throughout the city have recently been targeted as functional canvasses for public art. We’ve watched other city neighborhoods beautify their urban streetscapes in this manner over the past several years and we have applauded their efforts; they have found a clever and beautiful way to combat graffiti vandalism on these frequently tagged surfaces. Therefore we recognize that this is not an original idea, this painting of control boxes. While we knew we wanted to paint the boxes in our neighborhood, we also wanted to find a way to do it that would both set our neighborhood apart and also complement the unusual Totem bicycle racks installed throughout the neighborhood.

Graffiti, street art, or lowbrow art has been recognized as art in many communities since the 1990’s. The Mission School of artists developed out of the San Francisco Art Institute; they took their inspiration from street art or graffiti and mural art in the San Francisco area; also comic book art, folk art, even sign-painting. The artists often use non-traditional or “found” objects and mediums such as spray paint. Graffiti artist Barry McGee (known by his tag as “The Twist”) has received commissions and awards for

his work, and shown at The Drawing Center and Deitch Projects in New York, the San Francisco Museum of Modern Art and Yerba Buena Center for the Arts in San Francisco, and the Walker Art Center in Minneapolis. An article from SF Weekly (attached) about artist illustrates the correlation between street art and fine art, and how public art of this nature can straddle these two worlds.

BASWA seeks to commission art that embraces the urban street art, graffiti, lowbrow, or skate art format using paint and found objects, but that does so in a positive, vibrant manner.

DESIGN

Design of each piece will be left to the artist, but artistic samples that will be used as inspiration for the finished piece are requested.

The Business Association of the South Wedge Area does not endorse any restrictions on any particular artistic content, the project's Review Panel will consider the fact that children and adults from many cultures and sectarian backgrounds will see and interact with this art.

The location of each traffic control box to be painted will be made available to the artist upon final selection. The surrounding environment should be considered when selecting a final design. In addition, please take into account both natural lighting of the daytime hours and artificial lighting during the night hours when selecting colors and designs. Deterioration over time may be expected and if possible the artist may be contacted to make repairs to their work at a fee schedule that will be agreed upon at a later date.

The scope of the project does not yet define the number of artists that will be involved with this project. However, artists are encouraged to provide theme accounts for all nine traffic control boxes.

INSTALLATION/COMPLETION OF WORK

All traffic control boxes will be cleaned and primed and ready to paint when the artist is able to commence work. Work on the boxes is to be completed between May 15 and June 15 of 2010. All work must be completed in full by June 15th, a public unveiling will be held on June 16th 2010. Upon completion, the control box should be clear coated with an appropriate poly-urethane to preserve the work; this material will be supplied by BASWA however it shall be completed by the artist to ensure no damage occurs to their finished work.

ELIGIBILITY

This request for proposals is open to all artists, age 18 and over, regardless of age (over 18), race, color, religion, sex, sexual orientation, national origin, citizenship, disability, or any other status protected by federal and state law. Artist teams may also apply; however, the fee will be paid on a project basis not per person. Artists may also submit multiple entries. If multiple entries are to be submitted, the artist must submit the entire application for each submission.

BUDGET FOR PROJECT

Artists will be paid a stipend of \$500 per box upon completion of work. The materials and tools used to complete each control box are the responsibility of the artist and are not reimbursable. There will be no reimbursement for expenses incurred to submit interest in this project.

SELECTION PROCESS

The final selection will be made from the members of the BASWA Urban Art Committee, which will consist of the executive board of BASWA, the executive director of the South Wedge Planning Committee, and two residents from the South Wedge community. After all submissions are received, the committee will meet between April 15th and May 1st to review all submissions and select finalists. We reserve the right to request additional details including more detailed drawings, descriptions or samples of the proposed artwork. Selection criteria may include (but not be limited to): the applicant's professional qualifications, ability to undertake the project, ability and experience working with community organizations, implementation of standards detailed in this request for proposals and artist merit as evidenced by submitted materials.

The project will also serve as an opportunity for artists with no previous experience with public art projects to demonstrate their ability to work with community groups and government agencies in the creation of an art project with the benefit of their work being publically displayed for the foreseeable future.

TIMELINE

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| January 1, 2010: | Request for Proposals Process Commences |
| April 1, 2010: | Postmark deadline for application materials & design submissions |
| April 15-May 1, 2010: | Selection Committee will meet to review all submissions and select finalists. |
| May 1, 2010: | Artists are notified of decisions made by the Committee. Artists may be requested to submit additional detail or information. |
| May 1-15, 2010: | Traffic control boxes are prepped by the Department of Environmental Services for work to begin. |
| May 15-June 15, 2009: | Artists will work on the traffic control boxes. |
| June 16, 2010: | "Urban Art Unveiling" Celebration with the community and the artists. |

Stipends will be paid at time of completion of each box

APPLICATION CONTENT

The following information will be required to be submitted in order to make known your interest in completing this project.

- Application Cover Sheet (see below)
- Letter of interest: Please explain your interest in this project and why you are qualified to complete this scope of work
- Illustrations of Project Idea (2-3 Page Maximum, 8 ½ X 11 recommended)
- Additional Visual Support Material and/or Illustrations of Past Work (Digital submissions or locations of public work is allowed)
- Artistic or Professional Resume (for artist teams, each member must submit)
- Written Project Proposal (2-3 Pages Maximum)
- List Three References, including names and contact information
- Required Material List and estimated costs

Note: *All Materials submitted become the property of the South Clinton Merchant's Association and the ESCAPE Committee*

APPLICATION DELIVERY

Please deliver all materials (postmarked by April 1st) to:

BASWA
P.O. Box 18576
Rochester, NY 14618

Or, hand deliver submissions to
Chris Jones
Historic Houseparts
540 South Avenue
Rochester, NY 14620

Email submissions are also accepted in pdf format, please email to chris@historichouseparts.com
Please address any questions to the same address, or call 585-325-2329 with questions.

Traffic Control Box Art Project
APPLICATION COVER SHEET

Please type or Print Clearly

Last Name _____ First Name _____

Street Address _____

City _____ State _____ Zip _____

Primary Contact Number () _____

Secondary Contact Number () _____

Email Address _____

Website (or other web page content that you wish to share- you tube,
myspace, facebook, etc.) _____

APPLICATION CHECKLIST

Please use the list below to ensure you have included all requirements in your submission. Please also submit the info in the following order:

- Application Cover Sheet
- Letter of Interest
- Illustrations of Proposals
- Additional Visual Support Materials and/or Illustrations
- Artistic and/or Professional Resume (Teams- submit a resume for each member)
- Proposal
- List of References including name and contact information