

Calling All Artists!

Discovering Windsor Through Art!



You see a utility box.... We see a blank canvas!



A program supported by the Town of Windsor
Public Art Advisory Commission



A message to the artist ...

The Town of Windsor is pleased to announce a new utility box painting program. This program aims to help beautify our community, enhancing the lives of our residents as well as those who visit and work in our Town. This program is designed to grow and develop the talent from within to allow our community to discover each other through art.

We are **Discovering Windsor Through Art** and we would like you to be part of it!

The Discovering Windsor Through Art program is dedicated to exhibiting visual art outside the constraints of museums and galleries. To that end, we have identified 24 utility boxes that will be painted with rotating original art inspired by an annual theme. In 2021, five – seven gifted artists will be selected through a competitive process to paint designated utility boxes. Over the next few years, this program will grow to eventually all 24 boxes in Windsor will offer original art throughout town.



Will you be one of them?

2021 Theme: "Community Healing"

GOAL

The 2021 theme of Community Healing is designed to *highlight the resiliency of Windsor and help the community heal through art.*

SITES

Five to seven utility boxes located throughout the Town of Windsor will be painted by selected artists in 2021. See the map on page 6 for the possible locations. Specific locations will be assigned by the Town once the Artists have been selected.

ELIGIBILITY

This project is open to all Sonoma County regional artists however a priority will be given to Windsor residents and students who attend a Windsor Unified School District school. Artists/Art Teams (Artists) may submit **ONLY one (1)** application for this project. All team members must meet artist qualifications.

ARTIST STIPEND

Artists will receive a stipend of \$800.00. The stipend is all-inclusive and must cover all costs incurred by the artist in the course of designing and installing the artwork.

APPLICATION INFORMATION

To apply, please submit a completed application, conceptual rendering, and up to three digital images of prior work and return it by March 1, 2021. Application and renderings are highly encouraged to be submitted in PDF format.

Application and additional information can be downloaded at:

www.townofwindsor.com/paac

All application and supplemental materials must be received no later than 5:00pm on March 1, 2021 via email or mail. Incomplete or late submittals will not be considered.

EMAIL: olemen@townofwindsor.com Please include *Discovering Windsor Through Art* in the subject line of the email.

SELECTION PROCESS

Submissions will be reviewed by the Public Art Advisory Commission. Once the artwork is selected, the Commission will formally recommend the Artists to Council and will send a notification by email and formal letter to the Artists notifying them of the randomly assigned utility box. Selected artists will be notified 5-7 weeks after submission deadline. ***The Town reserves the right to reject any or all submissions, at its sole discretion.***

CRITERIA USED TO SELECT ARTISTS

- Utilization of space
- Articulation of theme
- Color scheme
- Overall impact
- Creativity

PROPOSED TIMELINE (subject to change)



Calling All Artist Announcement: January 18, 2021

Submission Deadline: March 1, 2021

Selection Process: March 2021

Artist Selection Announcement: April 7, 2021

Artist Pre-painting Workshop: Week of April 19

Box Painting: May 3 – 9, 2021

APPLICATION INFORMATION

GUIDELINES FOR UTILITY BOX ARTWORK

- Artwork must reflect the theme selected for the year.
- Artwork must be suitable for viewing by all ages.
- Art should cover all exposed sides; including the top of the utility box but must not obscure the warning labels.
- Artwork must be original and may not contain advertising, religious art, sexual or illegal drug content, negative imagery, convey political partisanship or contain any representations of traffic lights, signs or signals.
- Artists are responsible for cleaning, priming (primer provided), and painting the utility box.
- Artists are responsible for applying two coats of protective anti-graffiti coating (coating provided) on the finished mural.



LEGAL & INSURANCE REQUIREMENTS

Artists who are awarded contracts for this project will be required to comply with the Town's liability requirements. Those requirements are outlined in the artist agreement. Upon acceptance of the stipend, the selected artworks become the property of the Town, however the Town will only use the selected artworks for the Discovering Windsor Through Art program which may include print and online marketing materials. Selected artwork may need to be modified to fit graphic and design requirements for the actual utility box painting. Such modifications will be directed at the sole discretion of the Town.

INELIGIBLE ENTRIES

A proposal will be ineligible if the mural contains a copyrighted or trademarked image, logo, brand or business name.

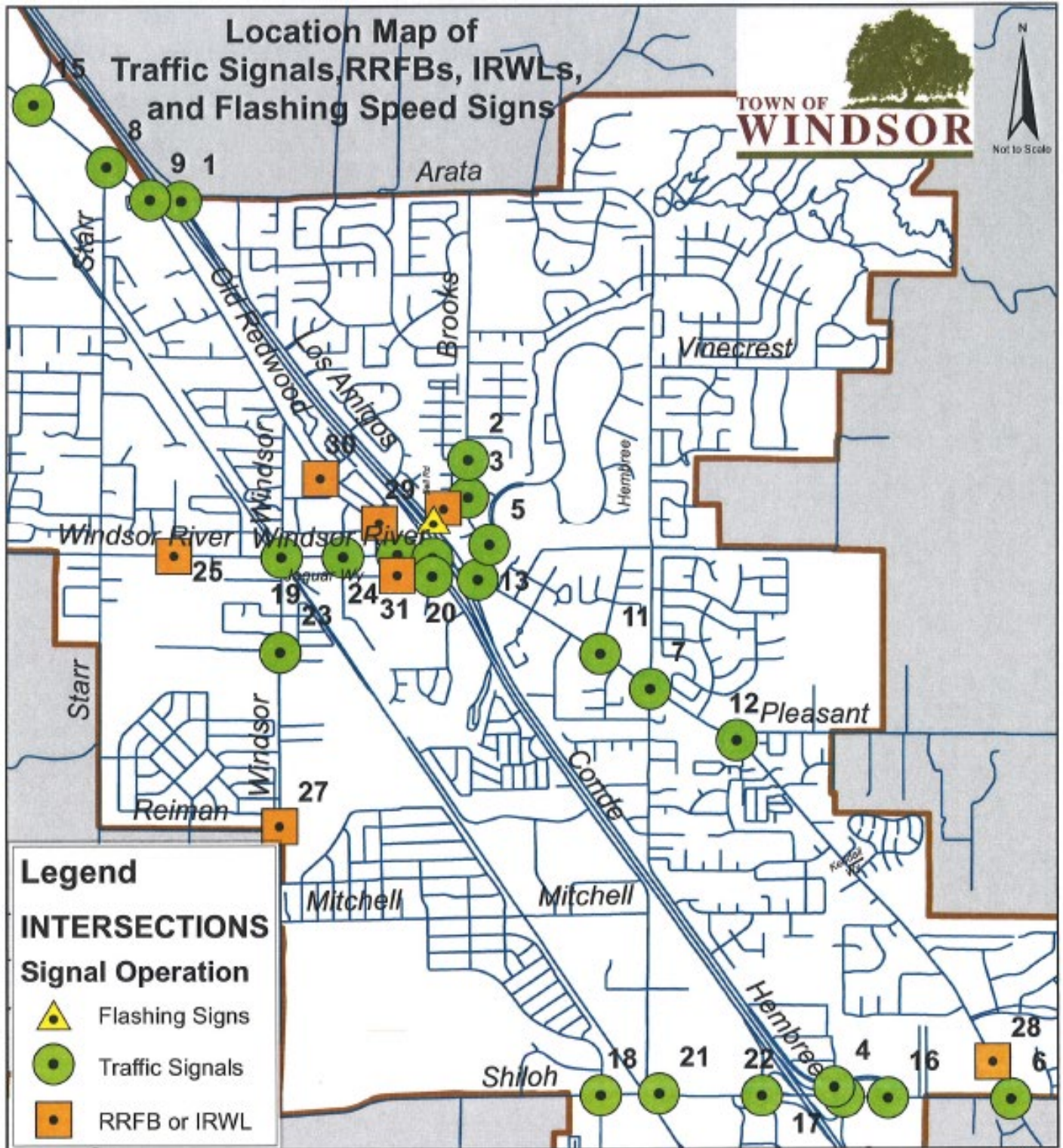
APPLICATION INFORMATION

PROGRAM SPECIFICS

- Artists will be provided primer and anti-graffiti coating which must be applied by the artist as part of the project. All other supplies are the responsibility of the artist.
- Artists must use high quality exterior acrylics – low-sheen, eggshell or satin finish – paints.
- Artists are responsible for protecting and cleaning their work area and the safe disposal of all paint materials.
- Artwork is considered temporary and will be “refreshed” with new public art approximately every five years by a new artist selected through the competitive process. The anti-graffiti treatment will help maintain it for the term of the installation.
- The artwork that is included on the application must closely replicate the art that will be painted on the utility box.
- Sizes of the utility boxes vary. Please be prepared to adjust artwork to the size of the assigned box.
- The Town of Windsor or its contractors must be able to access the components in the box at all times.
- Utility boxes may have locks and control panels that need to remain free of any art image.
- Artists will be responsible for blocking off the utility box to keep the public from brushing against wet paint. Please keep at least four (4) feet of the sidewalk open for pedestrians in compliance with ADA requirements.
- The Town reserves the right to provide additional direction during the pre-painting workshop.



Map of Traffic Signal Locations



Prepared March 2017 Revised May 2017 (WINDS-001)

Date: 02/12/2017