



# RC PUBLIC ART CALL FOR ARTIST

## Utility Box Beautification Project

Please read and review ALL application materials before applying

### CALL SUMMARY

The City of Rancho Cucamonga is seeking original designs by local artists to cover four (4) utility boxes, also known as traffic signal cabinets, as part of the Utility Box Beautification Program. The original artwork submissions can be created in any 2D medium. Selected artists will need to convert final designs into one of the following file types PDF, .ai, .psd, TIFF or JPEG. TIFF and JPEG need to be a minimum of 150 DPI and a minimum of 2,000 pixels. Final designs will then be installation by a third-party vendor.

Selected artists will be paid a \$750.00 stipend per design chosen. Artists can submit up to two (2) design proposals.

The Utility Box Beautification Program aims to transform these metal cabinets into works of art, supporting efforts to create places that people will find vibrant, welcoming, and inclusive. We invite local emerging artists 18 years and older to showcase their talents while promoting eye-catching public art throughout the city.

### Estimated Timeline

- Project Timeline:
  - Application Submission Deadline: January 4, 2024, by 11:59 p.m. (PDT) or until 100 applications are received
  - Artist(s) Selected: January 18, 2024
  - Final Design Completed: February 15, 2024
  - Project(s) Installed: March/April 2024
- Budget: Selected artists will receive a \$750.00 stipend for the final designs; City will cover the cost of installation and maintenance of the utility box wrap
- Geographic Eligibility Requirements: This is an open call, but preference will be given to artists who work, reside, or attend school in the Inland Empire Region

*Artists of selected artwork understand and agree to the following: Selected artwork will be digitally applied to anti-graffiti vinyl and wrapped on utility boxes that may be targeted by vandals. Art is applied to functioning equipment that may need repair or replacement. No guarantee is issued for the location or longevity of display. Vendor may make adjustments to the finished piece to address installation challenges.*

### Project Description

The City of Rancho Cucamonga is seeking artists to design four (4) vinyl utility box wraps. The Utility Box Beautification Program is an RC Public Art program designed to transform plain traffic control boxes into unique works of art, creating a more vibrant, attractive cityscape and contributing to the unique character of each site location.

The original artwork can be designed/created in any 2D medium. We encourage applicants to develop designs in digital format utilizing the template attached; however, the City will also accept photographs or scans of physical art for the application as well. Selected artists will need to convert final designs into one of the following file types PDF, .ai, .psd, TIFF or JPEG. TIFF and JPEG need to be a minimum of 150 DPI and a minimum of 2,000 pixels. All designs will be printed on vinyl and installed on utility boxes by a third-party vendor. The City and third-party vendor will support the artists selected with final design submissions and modifications. Artist will be assigned locations upon selection.



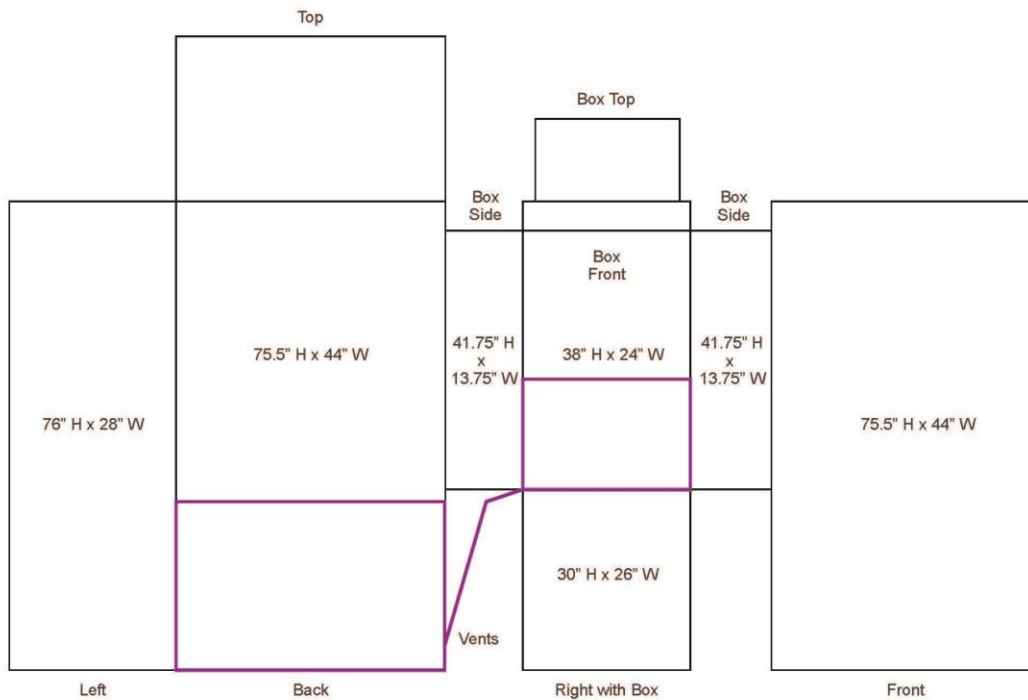
### Design Scope

Artist will be responsible for design elements on all four sides of the utility box including attached exterior cabinets. Below you will find a sample image of a utility box and the design template which is linked on the call for artist page.



(sample front and back of a utility box)

### Utility Box Beautification Program Template





## Artist Guidelines and Requirements

### Artist Eligibility

- Artist must be 18 years or older to apply
- Artist must reside in the Inland Empire region
- Application is open to both professional artists and students. Professional artists who are new to the field of public art are especially encouraged to apply
- Artist does not need to have completed a project with a similar budget, scale, or scope to apply
- Artist may submit up to two (2) design proposals

### Budget

- Selected artists will be awarded a \$750.00 stipend for final designs; this is inclusive of all artist design fees, supplies, and time spent. City Public Art Staff must verify the completion of the artist agreement and completion of the project before funds are disbursed

### Artist Responsibilities

- It is the responsibility of the artist to submit a complete application by the due date listed at the top of the application, as well as to include all required materials
- Artist will need to be available for up to three (3) meetings in January and February to finalize the design layout with City and third-party vendor printing and installing the wraps. Additional communication via email may also be necessary
- Artist will be responsible for working with the printer/installer of vinyl wraps to assist in adjusting all artwork, files, and necessary materials for printing and installation on the utility boxes
- The artist retains the copyright of the artwork

### City Responsibilities

- The City will work with a third-party vendor to install the selected designs as a graffiti-resistant vinyl wrap on each box
- The City is responsible for the maintenance of artwork
- The City owns all installed artwork and reserves the right to copy, reproduce and adjust the artwork as it sees fit, in perpetuity
- The artist retains the copyright of the artwork
- The City reserves the right to remove, replace or adjust the artwork as necessary for the duration of the project and/or the artwork

## Themes

The artist has the discretion to design the theme as they see fit however, residents have stated that design themes they would like to see installed should include any of the below:

- Topography of the land – natural and artificial physical features in our community
- Nature – Plants and animals native to the region
- Rancho Cucamonga's history
- Community – Unity, belonging, and connection

### Design Guidelines

- All artwork must be original and created by the artist(s) applying for this project
- Art should be bright, bold, and inviting
- Art should be visible from a distance
- Creativity and innovation of design are encouraged
- Artwork must not contain:
  - Political statements or persons
  - Religious references, symbols, or numbers
  - Copyrighted or trademarked material
  - Corporate or organizational branding
  - Offensive or obscene references or imagery
  - Representation of traffic signals or signs
- Only original artwork is accepted. Designs may not include any breach of intellectual property, trademarks, brands, images of illegal activity, or involve the attachment of objects to the utility box



## Application Submission and Review Process

This is an online-only application process. Incomplete applications will not be reviewed. All materials must be submitted online via the CaFÉ™ website ([www.callforentry.org](http://www.callforentry.org)). There is no application fee to apply or to use the CaFÉ™ system. To view the application, go to [www.callforentry.org](http://www.callforentry.org), register a username and password, navigate to "Apply to Calls," and search the list for "City of Rancho Cucamonga Utility Box Beautification Program."

Artwork will be evaluated and selected by an Art Selection Panel chosen by the City of Rancho Cucamonga. Artists will be notified by January 18, 2024, if their work is selected.

Initial art submissions should be submitted through the application portal in JPEG or PDF file types. Print-quality artwork will be requested upon selection

- **If your artwork is selected:**

- Artist will submit print-quality artwork to the City and vinyl wrap printer and installer in one of the following file types: JPEG, PDF, .ai, .psd, TIFF
- Image resolution: Artwork/images must be a minimum of 150dpi, for JPEG and TIFF files a minimum of 2,000 pixels at the widest or tallest point of the artwork depending on orientation)
- Scanned artwork is preferred, but high-quality photographs of flat artwork taken in a neutral light will also be accepted

For consideration, the application must include the following:

1. **Artist Statement of Interest (750 words maximum)**

- What is your connection to Rancho Cucamonga, or more broadly the Inland Empire, and how has it influenced your interest in the Utility Box Beautification Program?
- Describe your experience creating public art and why you believe your work would be appropriate for this project.

Artist Statement of Interest will be reviewed based on the following:

- Ability to effectively communicate their connection to Rancho Cucamonga or the Inland Empire and the influence it has on their interest in the project.
- Effectively communicate their experience with creating public art or similar art commissions.

2. **Design Concept and Statement**

- Artist will have the ability to submit up to two (2) proposals for review. Each proposal should include the following:
  - A description of the work.
  - An overview of how the work relates to one of the community requested themes and how it supports the RC Public Art Program in achieving its goals.

Design Concept will be reviewed based on:

- Relationship of the work to the host community, especially how it serves to activate or enhance public space.
- Appropriateness of the scale of the artwork.
- How closely the proposed artwork meets the goals set out in the Call for Artists and envisioned by the community.

## Timeline\*

- Call for Artists Launch: Week of December 4, 2023
- Application Submission Deadline: January 4, 2024, by 11:59 p.m. (PDT) or until 100 applications are received
- City Holiday Closure: December 22, 2023 – January 1, 2024
- Art Selection Panel Judging: January 5 - 14, 2024
- Artists Notified: January 18, 2024
- Final Design Completed: February 15, 2024
- Project Installed by March 28, 2024

*\*All dates are subject to change at the City of Rancho Cucamonga's discretion*

## Point of Contact

For questions about the application, please email [PublicArt@Cityofrc.us](mailto:PublicArt@Cityofrc.us)