



Call for Artists 2020

Utility Box Art Display Program

Alder Recreation Centre Walking Track Murals

Background:

The Utility Box Art Display Program was initiated by the Town of Orangeville in 2016 with an objective to enhance the community's public places through the installation of high quality public artwork. [Sixteen utility boxes](#) are now part of this growing collection. In 2020, up to five utility boxes will be added to the program through this Call for Artists. A new mural installation at Alder Recreation Centre's walking track is also included in this year's call.

The objective of the Call for Artists is to promote the talent of local artists and enhance their connection with the community. New this year, the program offers an opportunity for aspiring young artists to share their creativity. Public artwork can function as a form of communication to an audience in transit throughout the Town with the goal of creating a vibrant, inclusive, and interesting urban environment.

Call for Artists:

Artists residing in Dufferin County are invited to submit their original designs using direction provided. Successful artist submissions must be innovative in design, foster community pride, strive to counteract graffiti vandalism, and contribute to a sense of identity for residents and businesses. Artwork must be submitted by location. Artists are encouraged to consider how their submission is relevant to the context of the selected location and make note of themes/requirements for some locations.

For 2020, three of the six locations have specific requirements:

- **Broadway and Second Street Utility box** – designs must depict the historical significance of the Town's Opera House and/or Theatre Orangeville.
- **Alder Street and C Line Utility box** – submissions will only be accepted from youth aged 13 to 17 years who are attending secondary school.
- **Alder Recreation Centre Murals** – large-scale, high resolution designs must showcase local attractions and/or features, with the intention of creating awareness and promoting tourism. Up to eight murals will be installed on selected walls along the walking track around the Green Rink. There are two mural sizes - 8 feet tall by 10 feet wide and 8 feet tall by 16 feet wide. High quality work is required. Designs should be 1/10 scale at 1000 dpi. Given the installation's scale, broader and larger artwork may be more visually effective than minutely detailed designs.

Eligibility Criteria:

- Artist applicants must reside in Dufferin County.
- Artist applicants must be at least 18 years old, with the exception of youth applying for the Alder Street & C Line location who must be between 13 to 17 years old and attending secondary school.
- Town of Orangeville employees and members of the Town of Orangeville Cultural Plan Task Force are not eligible to apply.

Design Criteria:

Please refer to the template document that is provided for each location. Links are provided on page three of this document.

Utility Boxes: The first page of the template document is the Artist Layout and **must be used to submit design concept(s)**. The second page includes dimensions and is for reference only. **Please review carefully to ensure you submit the correct template for the selected location.**

Please do not amend the template page(s). Simply overlay the concept design onto the Artist Layout template as appropriate. Please ensure that the artwork extends to the green line in all directions. The overlaid version is used during jurying to visualize how the design will look when installed.

Murals: There are two mural sizes – 10'x 8' and 16'x8'. Artwork must extend to the blue line (bleed).

Two versions of the design concept are required for utility box and mural submissions:

- **A standalone copy of the design concept**
- **A copy of the design concept overlaid onto the location's specific Artist Layout template**

Please be aware that some changes to the design may be required to accommodate individual site requirements. Design proposals must cover the entire template.

Art will be selected with consideration to scale, form, content, vibrancy, and design relative to the location and theme. Bright, bold colours are encouraged as they often enhance the visibility of the artwork.

Designs must **not** contain:

- any representations of traffic lights, signs, or signals;
- advertisement or promotion for any business, product, or viewpoint;
- vulgar, profane, offensive, negative, or insensitive images or writing;
- any breach of intellectual property, trademarks, brands, or images of illegal activity;
- any attachment of any object(s) to the box.

All designs will be subjected to Town of Orangeville review and approval. Artists submitting for utility box locations should understand that the finished works will be on functioning equipment that may need repair or replacing at some point in time. The Town therefore cannot guarantee the duration of exhibition on each utility box. Artists must accept the risk that their artwork may be damaged, altered, or removed at any time after completion.

Artist Fees and Requirements:

Successful artists will receive a \$500.00 fee for the design of their work.

Selected artists will be required to complete and sign an agreement as part of their submission. For youth artists less than 18 years of age, a guarantor (eg. parent or guardian) will be required to guarantee the agreement. The Town of Orangeville reserves the right to alter, edit, modify, adapt, reproduce and/or illustrate the artwork for any use, including promotional purposes.

Selected artists will be required to provide full quality, print-ready .jpg or .tiff files of the artwork at their own expense within two weeks of being notified. Artists whose works have been selected for display will be notified by June 15, 2020. Artwork will be professionally installed using a high quality vinyl wrap.

Locations, Themes and Requirements:

The locations, themes, and requirements for the proposed 2020 installations are outlined below. Each location has its own template. To view the specific template for each location, please click on the link included below.

Location	Themes and Requirements
1. Kay Cee Gardens Box Template 1	Open theme: Designs should fit the character of Orangeville. Themes may include nature, local history, or celebration of arts and culture. Art will be selected with consideration to scale, form, content, and visibility. Artists are encouraged to consider how their design is relevant to the context of the selected location.
2. Riddell Road & Alder Street Box Template 2	
3. Broadway & Sherbourne Street Box Template 3	
4. Alder Street & C Line Box Template 3	Call for youth artists: Submissions will only be accepted from artists, aged 13 to 17 years, who are attending secondary school. Artists must include their age, grade and school on the application. Designs should follow open theme requirements (see above).
5. Broadway & Second Street Box Template 4	Opera House tribute: Designs should depict the historical significance of the Town Hall Opera House and its importance to the community’s arts and culture sector. Reference to the work of Theatre Orangeville may be also considered.
6. Alder Recreation Centre Murals Template 5 – 10’x8’ Template 6 – 16’x8’	Showcase of Orangeville’s attractions: Designs should depict attractions and/or interesting features located in Orangeville, with the intention of creating awareness of them and encouraging visitation to the attraction/feature

Jurying:

Artwork will be selected by a team of jurors assembled by the Town of Orangeville. Submitted artwork will be evaluated using the following criteria:

- Fulfillment of eligibility criteria (see page 2)
- Artistic excellence, both as a standalone image and as an installed piece of art
- Appropriateness of content and design relative to the location and theme (if applicable)
- Quality, visibility and clarity of image

The Town reserves the right to reject any or all submissions. Although submissions will be juried by location, the jury reserves the right to select the most appropriate final location for selected artwork.

Submission Requirements:

- Completed Submission Form (last page of this document)
- Artist biography and/or resume (maximum 2 pages)
- Design concept (maximum 1 page) outlining how the proposed artwork fits within the objective of the Call for Artists and enhances the community
- Standalone image of the design concept (minimum resolution of 800 pixels on the shortest side)
- Artist Layout template with design concept overlaid (please ensure to use the correct template for the selected location(s))
- Submission of all requirements via email. Please use subject line **Call for Artists 2020** in your email submission and send to Katrina Lemire at klemire@orangeville.ca by **noon on Friday, May 15, 2020.**

Call for Artists 2020 Submission Form

If submitting more than one design, please complete a submission form for each design.

Name: _____

Address: _____
Street / Municipality / Postal Code

Phone: _____ Email: _____

Website (if applicable): _____

Social Media (if applicable): _____

For youth submissions only (Alder Street & C Line location):

Age: _____ Grade: _____ School: _____

Title of artwork: _____

Description of artwork (60 words or less):

Artwork submitted for: (please check one)

- 1. Kay Cee Gardens – Template 1, open theme
- 2. Riddell Road/Alder Street – Template 2, open theme
- 3. Broadway & Sherbourne Street – Template 3, open theme
- 4. Alder Street & C Line – Template 3, Youth artist submissions only, open theme
- 5. Broadway & Second Street - Template 4, Historical tribute to the Opera House and/or Theatre Orangeville
- 6. Alder Recreation Centre Walking Track Murals – Template 5, Showcase of community attractions and/or features
- 7. Alder Recreation Centre Walking Track Murals – Template 6, Showcase of community attractions and/or features

All eligible submissions are to include:

- Completed Submission Form
- Artist biography and/or resume (maximum 2 pages)
- Design concept (maximum 1 page) outlining how the proposed artwork fits within the objective of the Call for Artists and enhances the community.
- Standalone image of the design concept (minimum resolution of 800 pixels on the shortest side)
- Artist layout template with design concept overlaid (ensure to use the correct template)
- Submission of all requirements via email. Please use subject line Call for Artists 2020 in your submission and send to Katrina Lemire at klemire@orangeville.ca by noon on Friday, May 15, 2020.**