



Utility Box Art Display Program Call for Artists 2019



Purpose – The Utility Box Art Display Program is designed to increase connections between artists and neighbourhoods, organizations, and residents by introducing artwork in public spaces.

Artwork on utility boxes 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.

The Program – In an effort to enhance its public places through the creation of high quality public art works, the Utility Box Art Display Program was initiated by the Town of Orangeville in 2016. Thirteen utility boxes are now part of this art collection. In 2019, up to five utility boxes will be added to the program through this Call for Artists.

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. When designing their artwork, artists are encouraged to consider the context of the local area and the Town as a whole. For 2019, the themes for each location are open, with the exception of the Riddell Road and Alder Street location where designs depicting higher education are required.

Eligibility Criteria

- Artist applicants must reside in Dufferin County.
- Artist applicants must be at least 18 years old.
- Town of Orangeville employees are not eligible to apply.
- Members of the Town of Orangeville Cultural Plan Task Force are not eligible to apply.

Design Criteria

Please refer to the two-page template document that is provided for each location. Links are provided on page three of this document. 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 are submitting the correct template for the chosen 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 from all sides of the utility box.

Two versions of the design concept are required for submission:

- 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 box template. Art will be selected with consideration to scale, form, content, and design relative to the location and theme.

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.

Artwork will be professionally installed using a high quality vinyl wrap.

All designs will be subjected to Town of Orangeville review and approval. Artists should understand that the finished works will be on functioning Town of Orangeville 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. The Town of Orangeville reserves the right to alter, edit, modify, adapt, reproduce and/or illustrate the artwork for any use, including promotional purposes.

Please note: Selected artists will be required to provide full quality, print-ready .jpg or .tiff files of the artwork at their own expense.

Locations and Themes

The 2019 program will continue to enhance and grow the Town’s unique public art collection by adding up to five new locations. The location and theme (if applicable) for the utility boxes proposed for 2019 installations are outlined below. **Each location has its own template. To view the specific template for each location, please click on the hyperlink included below.**

| Location | Theme |
|---|---|
| 1. Kay Cee Gardens 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 design relative to the location. |
| 2. Riddell Road & Alder Street Template 2 | Higher Education theme This location is generously sponsored by Humber College. Designs should depict higher education or aspirations. |
| 3. College Street & Blind Line 4. Riddell Road & Montgomery Boulevard Template 3 Note: The same template can be used for each of location 3 and 4. | 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 design relative to the location. |
| 5. Dawson Road/Townline Template 4 | 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 design relative to the location. |

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: artistic excellence and appropriateness of content and design relative to the site and theme (if applicable). The Town reserves the right to reject any or all submissions.

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 goals of the Utility Box Art Display Program 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 in one single .pdf file via email. Please use subject line **Utility Box Art Display Program** in your email submission and send to Katrina Lemire at klemire@orangeville.ca by **noon on Friday, June 14, 2019**. Artists whose works have been selected for display will be notified before July 19, 2019.

Utility Box Art Display Program Submission Form

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

Name: _____

Address: _____
Street Postal Code Municipality

Phone: _____ Cell: _____

Email: _____ Website: _____

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, Higher education theme
- 3. College Avenue & Blind Line – Template 3, open theme
- 4. Riddell Road & Montgomery Boulevard - Template 3, open theme
- 5. Dawson Road & Townline - Template 4, open theme

Submissions will be received by email to Katrina Lemire at klemire@orangeville.ca until Noon on Friday, June 14, 2019.

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 goals of the Utility Box Art Display Program 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 in one single .pdf file via email. Please use subject line Utility Box Art Display Program in your submission and send to Katrina Lemire at klemire@orangeville.ca by noon on Friday, June 14, 2019.