



Pismo Beach Utility Box Art Program

CALL FOR ARTISTS PUBLIC ART

Artist honorarium: Varies

Deadline to Submit: March 14, 2016

PROJECT DESCRIPTION

The City of Pismo Beach is excited to introduce its first-ever public art project: the beautification of downtown utility boxes. Artists who reside in San Luis Obispo County may apply for a public art project to create art on utility boxes located in downtown Pismo Beach. The City has selected 10 (ten) downtown utility boxes to be used as “canvases” for original works of art depicting Pismo Beach’s “Seaside” theme. A few examples of acceptable ideas that reflect the seaside character of Pismo Beach include:

- **NATURE:** seaside wildlife, seascapes, sunsets, etc.
- **LOCAL HISTORY:** reflect references to, or scenes from, yester-year Pismo Beach
- **BEACH OR SURF CULTURE:** surfing, sunbathing, sand castles, fishing, sailing, etc. or artifacts used for these activities
- **VENUE:** artwork may also be relevant to the specific location of the Utility Box.

A location map is provided as an attachment to this Application and is available for viewing on the City’s website. Candidate artists are encouraged to visit these locations to help stimulate imaginative yet relevant responses to this Call for Artists. This project will improve the “curb appeal” of one of the most attractive, interesting and classic coastal beach communities in the United States, but it also gives artists an opportunity to add their personal touch to the City’s public art collection.

HONORARIUMS

We are looking for creative artists to execute craftsman-like quality art on these ten (10) downtown utility boxes. Depending on the size of the utility box, each selected artist will receive up to a \$1000 honorarium as well as supply reimbursement for up to \$250 for the smaller utility boxes and up to \$2000 as well as supply reimbursement for up to \$500 for each of the two (2) larger utility boxes. We seek to establish a “best-practices” standard for this genre of public art.

FREE ENTRY

The application may be obtained for free on the City’s website:

www.pismo beach.org/streetartinfo or by emailing/contacting Matt Everling, Planning Manager at meverling@pismo beach.org or 805.773.7043.

ENTRY REQUIREMENTS

Interested artists are invited to submit one application for up to 2 conceptual renderings no later than 5:00 p.m. on Monday, February 29, 2016. (*This gives you one extra day to respond, since it is a leap year!*) You are encouraged to submit renderings for 1 large and 1 small box or you may submit renderings for 2 small boxes. Your rendering will depict the final image that you will use. Applications must be submitted electronically to meverling@pismo beach.org. Applications received after said time will not be considered.

The application package consists of several documents:

1. **Artist Application**
Completed application listing name, contact information of artist/artist team and all information requested.
2. **Background/Experience**
A 1-page Resume or Curricula Vitae (CV) providing an overview of your art experience.
3. **Digital Images of Prior Work**
Please provide 3 to 5 images of past work with your application so that your proposed designs can be evaluated against your previous successful art.
4. **Artist Agreement**
5. **Consent Form**
6. **Conceptual Rendering(s) using template(s)**
Each applicant may submit up to two (2) conceptual renderings using the template provided. Renderings must be in full color and depict the finished artwork as accurately as possible. Renderings must be submitted in PDF format. Please note that renderings of selected designs will be used in publications by the City of Pismo Beach and will require a high resolution file size of 300 dpi.
7. **Reimbursement Form**
8. **Submission Deadline**
Artists may submit ONLY one (1) application for this project. Each application may have up to two (2) proposed renderings. All application materials must be received no later than February 29, 2016 at 5 p.m. Incomplete or late submittals will not be considered.
9. **Legal and Insurance Requirements**
Artists that are awarded contracts for this project will be required to comply with the City's insurance and liability requirements.

MEDIA AND MATERIAL GUIDELINES

Proposed works may include paintings or photography with installation materials as defined later in this document. Styles to illustrate the theme "seaside" may be representational, impressionistic, expressionistic or abstract consistent with artistic imagination, experience and whim.

- Artwork must be original, created by the artist, and not previously used.
- Artwork must be acceptable to the greater Pismo Beach citizenry and therefore may not contain advertising, religious art, sexual content, negative imagery, convey political partisanship, nor look-like graffiti.
- The Artist will sign their art and may add their website address under their signature, if they desire.
- Two (2) of the small utility boxes are constructed of stainless steel: Therefore, original vinyl wraps and original photographic works so created by the artist are acceptable.
- Artists must use the following materials:
 - PAINT TYPE: premium high solids 100% acrylic latex waterborne exterior wall and trim paint; low sheen, eggshell or satin finish; minimum 1.5 mil dry thickness per coat.
 - PAINT PRODUCTS (in recommended order): 1) Sherwin Williams: Accolade Exterior Acrylic Latex, Satin 2) Pratt and Lambert: Accolade Exterior Acrylic Latex, Eggshell 3) Benjamin Moore: Aura Exterior Acrylic Latex #634 Low Lustre 4) Frazee #126 Mirro Glide Low Sheen Acrylic Latex 5) Kelly Moore #1245 AcryShield Acrylic Latex Low Sheen.
- Dimensions of the utility boxes vary slightly box to box; however, they fall into two general categories; two (2) are large cabinet rectangles and eight (8) smaller, square shaped columns. The two (2) larger boxes present approximately 61 sq.ft. of paintable surface area while the smaller columnar boxes present approximately 25 sq.ft. of paintable surface area. Art should cover all exposed sides; including the top. Selected artists must adapt their designs to the configuration of the box assigned or awarded.

Approximate, typical sizes are provided in the table below. A diagram depicting the layout is also provided later in this application.

<i>Utility Box</i>	<i>Height (in.)</i>	<i>Width (in.)</i>	<i>Depth (in.)</i>	<i>Area (ft²)</i>
LARGE	52	58	17	61
SMALL	48	16	18	25

- Utility boxes will be cleaned, sanded and primed by the City prior to artist painting.

SELECTION PROCESS and CRITERIA

Applications received by the deadline will be reviewed by City staff and the Public Art Ad-hoc Committee. If the number of qualifying applications does not meet the number needed, then City staff and/or the PRBC may decide to reopen the selection process. Note: *The City reserves the right to refuse all entries.*

Art submissions will be evaluated by a three-member Public Art Ad-hoc Committee consisting of a Parks, Recreation and Beautification Commission (PRBC) member and two other members of the community who may be local artists, art professionals, neighbors, and/or community representatives. However, members of this Ad-hoc committee are not eligible to submit an application nor receive an award of an honorarium. The Ad-hoc Committee will review all eligible applications, select the best proposed art and seek concurrence of the City of Pismo Beach, who will announce the selected artists on April 15, 2016.

Evaluation Criteria used to select artists will include:

- Artistic Excellence; e.g. art that is imaginative, exhibits quality draftsmanship and execution;
- Appropriateness of scale, form, content, color, and design relative to the site;
- Relationship to the social, cultural and/or historical identity of the site;
- Experience; e.g. Previous Works, Awards, Gallery Representation, Education, and execution of previous Public Art.

TIMELINE AND AWARD SCHEDULE

- Call For Artists Release: February 5
- Application Deadline:February 29 (Leap Year Day)
- Artist Selection announced April 15
- Finalists Reception and Orientation:April 20
(MANDATORY for all selected artists)
- Art Completion/Installation/Clean-Up.....May 20
- Public Viewing/Meet & Greet.....May 30 (Memorial Day)
- *(MANDATORY for all selected artists)*

**The proposed timeline is subject to change*

PUBLIC SPACE IMPROVEMENTS UTILITY BOXES

