



## **Call for Artists: Urban Art Program** *Utility Box Mural Project*

**Date Issued:**  
February 15, 2013

**Application Deadline:**  
April 30, 2013  
11:00 pm



### ***Imagine how your art can transform a street!***

The City of Livermore and the Commission for the Arts invites artists to participate in the City's second Utility Box Mural Project.

The City and the Commission are seeking artists to showcase their work on a minimum of 15 utility boxes located throughout Livermore. The program's goals are to enhance the beauty and vibrancy of Livermore, deter unsightly graffiti on the utility boxes, and bring art to unexpected places.

**Applications are available through [callforentry.org](http://callforentry.org)**, an online application system. There is no charge to the artist for using [callforentry.org](http://callforentry.org) or to apply for the Utility Box Mural Project. If you are a first-time user, please allow adequate time to learn and understand the online system. Applications will not be accepted after the deadline.

Directions how to access the online application begin on page 3 of this document.

***Please read this Call for Artists in its entirety  
before completing the application.***

## **Eligibility**

This Call for Artists is open to all adult and student practicing artists. The Call is also open to Art Teachers that are interested in mentoring a group of students. All entries must be an original design and artwork of the entrant and must be suitable for viewing by all ages.

## **Description and Location of Utility Boxes**

The City's Utility Boxes vary in size, but typically they are 4 feet, 7 inches tall; 3 feet, 2½ inches wide; and 2 feet, 2 inches deep. The boxes are currently grey and will require several sequential applications of paint to complete the project (1. sand 2. prime 3. paint with acrylics 4. finishing with anti-graffiti clear coat). The boxes are visible to pedestrian, automobile, and other passing traffic.

Although specific utility boxes are not selected for this project, the Commission for the Arts is encouraging artists to choose boxes located on major thoroughfares into and throughout Livermore. The streets are as follows,

- Stanley Boulevard between Isabel Avenue and Holmes Street
- North Livermore Avenue between 580 and Railroad Avenue

The Commission is also encouraging Art Teachers and students to select utility boxes near their school.

This call is only for the City of Livermore Utility Boxes. If you choose a location that contains more than one box, the City's box is the largest of each of the boxes.

You may not choose to place art on a utility box that was painted in a previous year.

## **Artwork Opportunity**

The proposed Utility Box Mural art must be acrylic paint and cover all four sides and the top of the box.

The art should enliven the area, transform the street and reflect the neighborhood or area where the utility box is located. Due to the location of the boxes, the art should be visible from a distance; therefore you may choose to utilize bold colors and designs. Additional consideration can be given to a project that showcases Livermore's cultural diversity, historic heritage, or acknowledges a key activity that takes place in the area.

Artists can submit more than one concept for the same location.

The art cannot restrict any vents or airflow through the boxes. City maintenance crews must be able to fully access the components inside the box at all times.

Artists are responsible for prepping and painting the utility box. An anti-graffiti clear coat must be applied to protect the art upon completion.

The installation of the work must be completed from July 1 through October 7, 2013. The artists may enlist assistants to help them complete the project. An art teacher may also mentor a group of students.

***The artist cannot begin the installation on the selected utility box until all liability and contract forms are completed and submitted to the City. If you are under the age of 18, a parent or guardian is required to sign all forms.***

The art may include the name of the artists and the sponsor (no larger than a 3" x 5" space).

Entries that use a copyrighted or trademarked image will not be accepted. In addition, the art must not be plagiarized, stolen, or copied from any other source. Entries must not defame or invade the rights of any person, living or dead.

The artwork is a long-term installation and will become the property of the City of Livermore.

### **How to Apply for this Call**

You must use the online site [callforentry.org](http://callforentry.org) to apply for the Urban Mural project. Please access the "How to Apply" section in the bar at the top of the page to begin this process. If you have any questions or concerns, please review the "Cafe Help" section in the same bar at the top of the page.

The name of this call is **City of Livermore: Utility Box Mural Project**. It is listed in alphabetical order on the "Call Listing" page. There are many ways to access the "Call Listing" page, but the easiest is to use the link named "View All Calls" on the front page of the website.

### **Application**

All requirements listed below must be met or the application will be removed from consideration.

- Full application completed through the online website
- A concept drawing that shows the front, sides, and top of the utility box must be included in the application.
- Submissions may be hand drawn or computer generated.
- If interested, the artist can select the location of the box they would like to paint. The Commission will accept up to 5 location choices. Please rank the specific location with #1 being the most desired, #2 being the next, and so forth.
- A statement of interest (2,000 characters maximum) that describes why you are interested in painting a utility box and your experience working on public art projects. How does the artist believe the art will transform the street and/or enliven the area?

- A résumé that includes exhibition history, past projects; or a brief description of cooperative, community-based projects (do not exceed four pages). ***If you are a student***, a letter of recommendation from an art teacher will be accepted in lieu of a résumé.
- A minimum of 3 examples of previous work including a brief description.
- All visuals including utility box designs and examples of previous work must meet the online format specifications required for uploading:
  - File type: JPG
  - Dimensions: minimum 1920 pixels on the longest side.
  - Resolution: 72 ppi/dpi

### **Artist Selection Process**

The Selection Sub-committee will consist of three members of the City's Commission for the Arts, one visual art professional that is not a current member of the Commission for the Arts, and up to two at-large members of the community. The Selection Sub-committee will conduct its review on **May 8, 2013 in the City Council Chambers beginning at 6:00 pm**. *All applicants are invited to attend this meeting to make a five-minute presentation to the Subcommittee describing their proposed utility box mural.*

The Selection Sub-committee will recommend which murals will be completed and the location of the utility boxes to the full Commission for the Arts at their regularly scheduled meeting on May 28, 2013. ***Please note this is an open meeting and the public is invited to attend.*** The Commission for the Arts is the final decision making body for this process.

### **Selection Criteria**

The Selection Committee and Commission for the Arts consider the following when making the selection for the Urban Mural Project

- Artistic excellence, innovation, and originality.
- Does the artist have the experience to complete the project within time frame?
- Does the art meet the goals of the project?
  - Transform the area?
  - Does the art relate to the area where the utility box is located?
  - Show the City's cultural diversity, historic heritage, or a key activity?

### **If you are selected to complete a Utility Box Mural**

**The selected artists and all assistants must attend a meeting on June 13, 2013 beginning at 6:30 pm in the City Council Chambers.**

At this meeting, City Staff will distribute contracts, liability releases. Commission members will provide details and additional information to complete the mural. If you are under the age

of 18 and selected to complete a mural, a parent or guardian MUST attend this meeting with you and sign all liability releases.

All artists must sign a City of Livermore liability release before beginning work on the selected utility box. The process time window for the Utility Box Mural Project begins on July 1, and is open through October 7, 2013. The installation of the work must be completed in a five-week time period, within the July - October time frame.

The artists will receive a \$125 stipend when they begin the work. You must notify the City when your project is completed. After review from City Staff and a Commission for the Arts member, you will receive an additional \$125.

The City will provide basic art supplies to help complete the project. This information will also be provided at the June 13th meeting.

**Questions?**

Please contact City staff at [arts@cityoflivermore.net](mailto:arts@cityoflivermore.net) or call (925) 960-4586.