

# CALL FOR ARTISTS: TRAFFIC BOX ART WRAP PROJECT

Hyattsville, Maryland

Submittal Deadline: **Friday, May 25<sup>th</sup>, 2018 - 4PM**

**\$500 honorarium**

## Overview

The Hyattsville Community Development Corporation announces a Call for Artists' designs to transform select traffic signal cabinets in Hyattsville into public artworks. Traffic signal cabinets – the stainless steel structures located at every signalized intersection – are vulnerable to graffiti and vandalism. This project will utilize a public art application to address community blight and enhance the visual landscape. Artist designs will be printed on vinyl and wrapped around state-maintained signal box cabinets in the City of Hyattsville. This project is made possible through funding from the Maryland Department of Housing and Community Development's Community Legacy Program and the support of the Maryland State Highway Administration.

## Deadline

This call is open until 4pm on Friday, May 25<sup>th</sup>, 2018. To ensure fairness to all, there are no extensions or waivers of deadlines.

## Eligibility

This call is open to all artists, graphic designers, illustrators, and photographers who currently live or work within the State of Maryland. Submitted designs must be original artwork and can be created in any medium, so long as it can be represented in, and is submitted as, a high-resolution digital image without loss of integrity or quality.

## Juried Selection Process

A jury/selection panel will review all proposals. Note, selected designs may be used on more than one traffic cabinet to address all 15 cabinets in this project. Panelists will include arts professionals, local artists, business owners, and representatives from the City of Hyattsville. Selected designs will be reproduced as vinyl traffic box wraps and the selected artist(s) will receive an honorarium.

## Selection Criteria

The panel will use the following criteria:

- Artistic merit and graphic strength of the proposed design;
- Contribution to aesthetic and cultural atmosphere of Hyattsville and the neighborhood in which the box is located;
- Appropriateness of subject and concept for a public space;
- Ability of the design to be translated in large format on a traffic box wrap; and
- Completeness of the application submittal as outlined in this announcement.

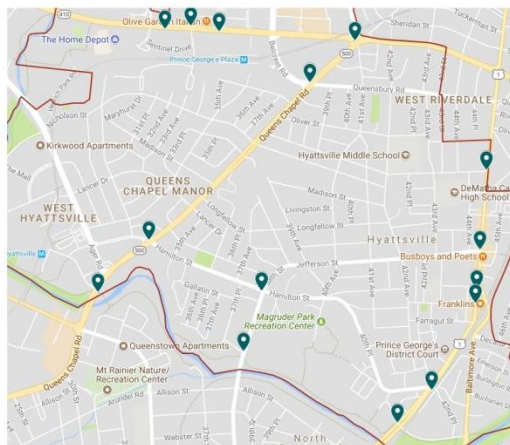
Artwork will be deemed inappropriate which portrays: content which violates copyright or other known legal ownership interest, profanity, obscenity, indecency, violence, pornography; discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or nationality; defamation or personal attacks.

## Artwork Location

Traffic cabinets to be wrapped are located within Hyattsville. **The selection committee will assign specific traffic cabinet locations to selected artist designs.** These locations are subject to change.

2018 Traffic Box Locations Include ([View Map Online](#))

1. Route 1 & Oglethorpe St
2. Route 1 & Jefferson St- Hyattsville
3. Route 1 & Hamilton St- Hyattsville
4. Route 1 & Gallatin St- Hyattsville
5. Route 1 & Crittenden St
6. Route 1 & Charles Armentrout Dr- Hyattsville
7. Queens Chapel Rd & Belcrest Rd- Hyattsville
8. Queens Chapel Rd & East-West Hwy- Hyattsville
9. Queens Chapel Rd & Hamilton St
10. Queens Chapel Rd & Northwest Branch Trail- Hyattsville
11. Hamilton St & 38<sup>th</sup> St- Hyattsville
12. 38<sup>th</sup> St & Gaines Alley- Hyattsville
13. East-West Hwy & Toledo Rd- Hyattsville
14. East-West Hwy & Metro- Hyattsville
15. East-West Hwy & Editor's Park Dr- Hyattsville



## Duration

Wraps will be removed after 2-3 years depending on condition. Wraps may be removed at any time at the discretion of the Hyattsville Community Development Corporation and the Maryland State Highway.

## Honorarium

Each of the selected artists/artist teams will be awarded a \$500 honorarium for their design and the unlimited, licensed use of that design for program purposes. Fabrication and installation of wraps is not part of the artist's work.

## Submission Requirements

Please e-mail all application materials to our e-mail inbox: [rfp@hyattsvillecdc.org](mailto:rfp@hyattsvillecdc.org). If you have graphic questions, please ask!

Respondents should submit the following materials by **4PM on Friday, May 25<sup>th</sup> 2018**

1. Artist/Team Name, Point of Contact Name, Mailing Address, Telephone Number, Email Address, and Website.
2. One-Page Statement of Interest briefly addressing the concept(s), design(s), and how you approached this project.
3. One-page résumé or curriculum vitae
4. Annotated List of Images: Please include the artists name as a heading, and a brief description of each image, including title and original medium.
5. Design Proposals. Artists may submit **a maximum of 3 designs for consideration.** Original artwork can be created in any medium but designs must be submitted as a high-quality image file in **BOTH** of the following formats:

5a. Web-quality **JPG file inside of attached traffic box Template (see pg 6)** at 100 DPI for review by the selection panel (minimum 800x600px; maximum 1600x1200px). We need to see design as applied across the four planes of a traffic box.

5b. **Final print ready files** should be (Very Important, submitted design images must be of a high enough quality that they can be printed in traffic box size while retaining resolution clarity)

- A minimum of 50 dpi (*100 dpi is best*) at full 1:1 scale
- Acceptable editable formats for build files can be done in Adobe Illustrator or Photoshop. If working outside of these programs please have entries converted to .EPS, .PDF or to any other compatible standard vector file format. Artists requiring assistance with creating these files should seek the guidance of a qualified graphics technician
- Please convert all text to vector
- Designs must incorporate a one inch bleed for any surface to be covered
- Editable build files are necessary in the event design elements don't quite fit, etc., so that our wrap technicians can edit the graphics in-house, to meet production deadlines.
- Every image file must be titled first with the number of the image in order to be viewed (use zero "0" in front of single-digit numbers), followed by the artists last name [for example: 01\_Smith; 02\_Smith]. The numbers must correspond to the annotated list of images.

### **Submission Guidelines and Design Considerations:**

1. Submitted designs must showcase original artwork and graphic design.
2. The art may be a new original piece or an existing work of the artist and may not be on display in other public art programs. This does not include ongoing gallery exhibitions.

3. There is no specific theme to this call, allowing for open interpretation and creativity to make a lasting impression on residents and visitors.
4. In the creation of designs, please carefully consider the sample template provided at the last page of this document. Designs must conform to the shape of the attached template. Actual size of traffic boxes may vary. Once selected, artists should be prepared to coordinate with HCDC to finalize the design.
5. Not all traffic boxes will be wrapped on the top. When preparing your design, do not include central design elements at the top of the box but DO include a design treatment for the top of the box.
6. Aesthetic use of the structures of the traffic boxes themselves as an integral part of the design is strongly encouraged (see sample pages).

**Note:** As seen in the attached Template, please strategically note bleed lines and potential problem areas in case, when being installed, panels may not continue in a clean fashion around edges and corners; that some boxes will have vents, folds, screws, and handles in unique locations and will have holes cut to accommodate those features.

7. Artists may submit up to (3) Designs for consideration.
8. Designs that incorporate commercial advertisement will not be considered. Please inquire if needed.
9. Designs must not contain any representation of traffic signage, lights or signals.
10. This program aims to deter graffiti vandalism, designs should not mimic or take the style of graffiti.

## Timeline

April 18 <sup>th</sup> , 2018	Announcement of Call to Artists/RFP
May 25 <sup>th</sup> , 2018	Response from Artists due by 4:00pm EST
June 8 <sup>th</sup> , 2018	Selection Committee Reviews Proposals
June 22 <sup>nd</sup> , 2018	Selected Artists Contacted
Late June, 2018	Traffic Box Wrap fabrication by Focus Fulfillment
July-August 2018	Installation of Traffic Box Wraps by Focus Fulfillment

## Disclaimer

The Hyattsville Community Development Corporation reserves the right to delay or reschedule the conduct of, cancel, or reissue this Call for Artists for any reason it deems fit or necessary to do so.

Applicants will be advised in the event of a delay, cancellation, or reissuance.

The Hyattsville Community Development Corporation does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran: and is an Equal Opportunity Employer.

Minority-owned Business Enterprises (MBE), Disadvantaged Business Enterprises (DBE), or individuals are encouraged to respond.

## Direct all questions and comments to:

Justin Fair, Economic Development  
Coordinator  
Hyattsville CDC  
[jfair@hyattsvillecdc.org](mailto:jfair@hyattsvillecdc.org)

(301) 683-8267

4312 Hamilton St.

Hyattsville, MD 20781

<http://www.hyattsvillecdc.org>

## EXAMPLES ON NEXT PAGE

## SAMPLE BOXES

These are examples from other programs across the nation. See our template on next page.



Fort Lauderdale , FL



Alexandria, VA



Jackson, WY



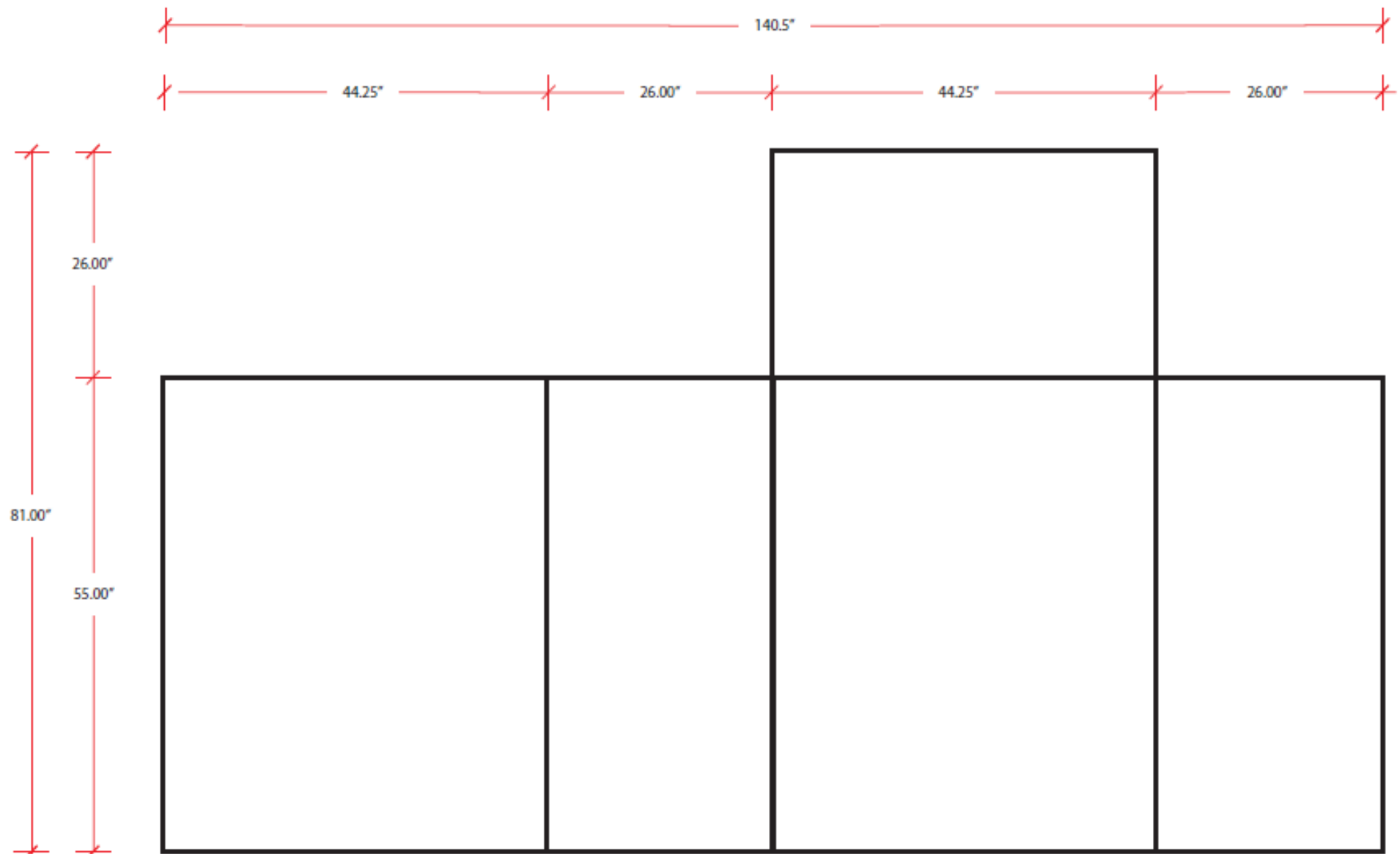
Brisbane, Australia

[CLICK HERE to view completed wraps from the 2016 HCDC program.](#)

## TEMPLATE

1. Please read the *Guidelines and Design Considerations* on Page 3 of this Call
2. Actual utility boxes vary in size and shape, but in general come in 3 models. On the next page is a template of the most common. Open our [online Package](#) for a **scaled Adobe Illustrator file you can edit**: in the Layers window, under the “Panels” dropdown, replace “*Example*” with your own high quality image. Then go to “File” and select “Export” > JPG.
3. Artist must submit a jpeg or high-quality graphic file of their design submission within this template format.

Template is located on next page, with a full-scale file as well within the [online Package](#)



NEMA 6 (3.6 W x 2 L x 4.58 H)  
 Traffic Box Art Wrap  
 Hyattsville CDC  
 April 18th, 2018  
 1:1 scale  
 See accompanying full-scale file

