

CALL FOR ARTISTS: TRAFFIC BOX ART WRAP PROJECT

Prince George's County, Maryland

Submittal Deadline: January 30th, 2017 - 4PM

Overview

The Hyattsville Community Development Corporation announces a Call for Artists' designs to transform select traffic signal cabinets in Prince George's County into public artworks representative of community identity and character. Traffic signal cabinets – the grey metal 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 11 traffic box cabinets in Prince George's County, focusing on boxes located in the county's T.N.I. (Transforming Neighborhoods Initiative) communities. This project is made possible through funding from the Prince George's County Executive Community Partnership Grant and the support of Prince George's Department of Public Works & Transportation.

Deadline

This call is open until 4pm on January 30th, 2017. 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 Prince George's County. 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 and will select 10 designs. Panelists will include arts professionals, a Prince George's County DPW&T representative, local artists, business owners, and representatives of the communities in which the wraps will be installed. The top 10 designs will be presented for public vote on the Hyattsville CDC's website. The public voting process will be promoted via social media. The top 5 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 Prince George's County and the specific community 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 Prince George’s County in the following communities: Landover, Hillcrest Heights/Marlow Heights, Coral Hill/Suitland, and Hyattsville. **The selection committee will assign specific traffic cabinet locations to selected artist designs.**

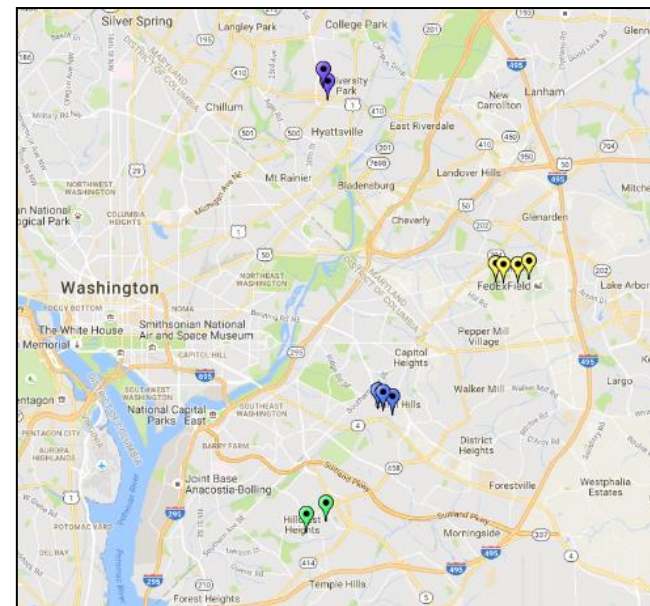
2017 Traffic Box Locations Include ([View Map Online](#))

1. Sheriff Rd & Belle Haven Dr- Landover
2. Sheriff Rd & Village Green Dr- Landover
3. Sheriff Rd & Wiliam Paca Elementary- Landover
4. Sheriff Rd & Harvey Dr- Landover
5. Iverson St & 23rd Pl- Hillcrest Heights/Marlow Heights
6. Iverson St & 28th Ave- Hillcrest Heights/Marlow Heights
7. Marlboro Pike & Benning Rd- Coral Hill/Suitland
8. Marlboro Pike & Glacier Ave-Coral Hill/Suitland
9. Marlboro Pike & Larchmont Ave-Coral Hill/Suitland

10. Adelphi Rd & Toledo Rd- Hyattsville
11. Adelphi Rd & Belcrest Rd-Hyattsville

Duration

Wraps will be removed after 2-3 years depending on condition. They may be removed at any time at the discretion of the Hyattsville Community Development Corporation and the Prince George’s County Department of Public Works and Transportation.



[View Map Online](#)

Honorarium

Each of the 5 artists/artist teams offering the 5 selected designs 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

Respondents should submit the following materials by 4PM on Monday, 1/30/17

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**. All designs must conform to the attached traffic box template. 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 Template** at 100 DPI for review by the selection panel (minimum 800x600; maximum 1600x1200).

5b. **Final print ready files** should be

- A minimum of 50ppi @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 this document. Designs must conform to the shape of the attached template. Actual size of traffic boxes may vary. Selected artists should be prepared to coordinate with HCDC to finalize the design.
5. Not all traffic boxes will be wrapped at the top. When preparing your design, do not include central design elements at 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.
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

November 30th, 2016	Announcement of Call to Artists/RFP
January 30th, 2017	Response from Artists due by 4:00pm EST
February , 2017	Selection Committee Reviews Proposals
February 17th, 2017	Selected Artists Contacted
Early March, 2017	Traffic Box Wrap fabrication by Focus Fulfillment
March-April2017	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:

Kayleigh Gunnoud, Program Officer
Hyattsville CDC
kgunnoud@hyattsvillecdc.org

(301) 683-8267
4312 Hamilton St.
Hyattsville, MD 20781
<http://www.hyattsvillecdc.org>

SAMPLE BOXES

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



Fort Lauderdale, FL



Alexandria, VA



Jackson, WY

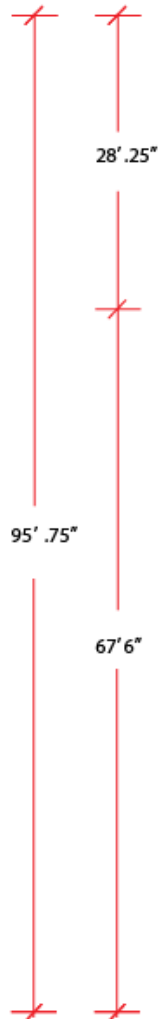


Brisbane, Australia

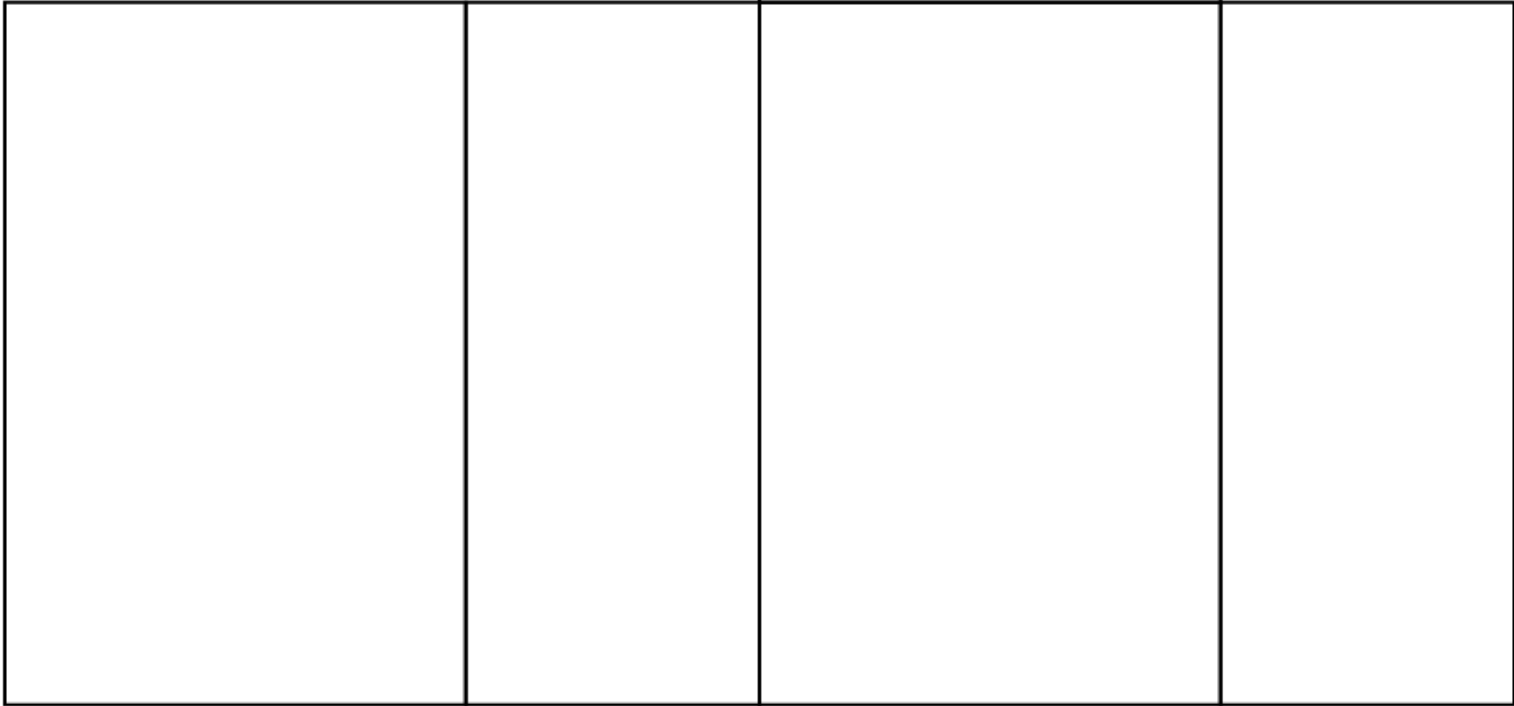
TEMPLATE

1. Please read the *Guidelines and Design Considerations* on Pages 3-4 of this Call
2. Actual utility boxes vary in size and shape, but in general come in 5 models. On the next page is a template for one of the largest traffic boxes. Open our [online Package](#) for a **scaled Adobe Illustrator file**, and 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 of their design submission within this template format

Template is located within the [online Package](#)



Note: Depending on box model, top of cabinet may not be wrapped. Design in this section may or may not be utilized.



Cabinet 9
 Traffic Box Art Wrap
 Hyattsville CDC
 October 24, 2016
 Not to Scale

