



# TRAFFIC SIGNAL CABINET WRAPS 2023 PUBLIC ART PROJECT



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## CALL FOR ARTISTS

The City of Hamilton is seeking local artists of all backgrounds and experience to submit proposals for traffic signal cabinet wraps. Artwork can be created in any medium but, if selected, must be provided as high-resolution digital files suitable for large-format printing. The artwork wraps are to be installed on traffic signal cabinets throughout the city. Artists of all experience levels are encouraged to submit proposals.

A volunteer jury of citizens and local artists will select up to forty (40) of these proposals for installation.

**Award:** \$700 (excluding HST) for each artwork selected.

**Submission Deadline:** Friday January 20, 2023 at 4:00 PM (EST) via Submittable

### Artist Information Meeting:

Tuesday December 13, 2022 at 7:00 PM (EST)

Via Video Conference (Zoom)

Artists are invited to view a presentation on the adjudication process and submission requirements. This is not a mandatory meeting. Kindly RSVP to [Sarah.Ehmke@hamilton.ca](mailto:Sarah.Ehmke@hamilton.ca) on or before December 12 for virtual meeting details. The information meeting will be recorded and posted to the project webpage at [www.hamilton.ca/publicart](http://www.hamilton.ca/publicart).



## **BACKGROUND**

Building on the success of previous traffic signal cabinet artwork projects, the City of Hamilton is looking to wrap new traffic cabinets with artwork by local artists. It is estimated that up to 200 new traffic cabinets will be installed throughout the city over the next few years. Artwork added to traffic cabinets is considered temporary with a maximum lifespan of 10 years.

## **AWARD**

\$700 (excluding HST) will be awarded for each artwork selected.

Payment will be issued to successful artists once the final digital files are provided at an acceptable resolution for large-format printing and an agreement is signed allowing for its reproduction and use of up to five (5) times by the City.

## **ELIGIBILITY**

- Open to Artists of any experience level (emerging, mid-career and established).
- Open to Artists currently residing or practicing in the Hamilton area and/or Six Nations of the Grand River.
- Artists under 18 years of age are eligible to apply but must have their parent or legal guardian sign all required documents on their behalf.
- City of Hamilton employees are not eligible to submit proposals to this call.
- Artists may submit more than one proposal to this call. Each proposal should be submitted separately – as a distinct submission through Submittable.

## **PROJECT GOALS AND THEMES**

Traffic signal cabinet public art designs should be vibrant, positive works focused on celebrating the stories and features of the city of Hamilton. Artists are encouraged to consider the many untold stories of Hamilton and the way all parts of the city – the people, the natural environment, the built environment – make Hamilton unique.

## **SITE**

The City of Hamilton is situated upon the traditional territories of the Erie, Neutral, Huron-Wendat, Haudenosaunee and Mississaugas. This land is covered by the Dish With One Spoon Wampum Belt Covenant, which was an agreement between the Haudenosaunee and Anishinaabek to share and care for the resources around the Great Lakes. This land is also



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covered by the Between the Lakes Purchase, 1792, between the Crown and the Mississaugas of the Credit First Nation.

Artwork will be installed on traffic signal cabinets at intersections throughout the city including Hamilton, Ancaster, Dundas, Flamborough, Glanbrook, Stoney Creek, Waterdown, etc. As a result, artwork should not be designed or proposed as site specific.

See Appendix A for images of typical sites.

## DESIGN AND TECHNICAL CONSIDERATIONS

Refer to Appendix B - Materials and Methods for details.

## SUBMISSION REQUIREMENTS

All proposals are to be submitted online via Submittable. A link to the Submittable form can be found at the project webpage at: [www.hamilton.ca/publicart](http://www.hamilton.ca/publicart)

Proposals shall include the following information:

- a. **Artist Contact Information:** this form is part of the online Submittable application.
- b. **Artist Concept Statement:** A short written explanation of the proposed work suitable for public presentation (350 words maximum) submitted in PDF format including:
  - i. The name/title of the proposed artwork;
  - ii. A description of how the Artist's approach addresses the project goals and themes;
  - iii. A description of the artwork concept including the Artist's unique and original perspective.
- c. **Image of Proposed Artwork:** An image or sketch of the proposed work in full colour on layout as provided by the City. Images to be provided in either JPG/JPEG/PDF format at a minimum resolution of 150 dpi. See Appendix C for layout.
- d. **Artist Bio and Past Work:** A short artist bio (200 words maximum) and up to four (4) images of past work by the artist. Images should be identified with title, date, and medium. Images can be of any past artwork (not required to be a sample of public art or professional presentation). Artists bio and images are to be formatted in a PDF document not to exceed three (3) 8.5"x11" pages.



## SELECTION PROCESS

All proposals received by the submission deadline will be reviewed by City staff to confirm that they meet the eligibility requirements as well as Materials and Methods identified in Appendix B.

The jury, comprised of citizens and local artists, will adjudicate all eligible proposals using the selection criteria listed below. City staff are involved as non-voting members and participate in facilitating the process.

Proposals with the highest score will be selected. Proposals that don't meet the minimum points requirement will not be considered. Up to forty (40) artist proposals will be selected.

The identity of the jurors is kept confidential until the winning proposal is announced.

### Selection Criteria

All eligible proposals will be scored by the jury using this selection criteria:

- a. Project Goals and Themes - The Artist's submission addresses the goals and themes of the public art opportunity.  
Max points: 20, Min points to pass: 10
- b. Artist Voice - The concept and proposed work effectively communicates the Artist's unique and original perspective, showcasing skill in their chosen craft.  
Max points: 20, Min points to pass: 12
- c. Demonstrated Experience - The submission and samples of past work provides confidence that the Artist can carry out the proposed work.  
Max points: 10 points, Min points to pass: 5

## SUBMISSION DEADLINE AND DELIVERY

Proposals will be received via Submittable up to and including:

**Friday January 20, 2023 at 4:00 PM (EST)**

Late submissions will not be accepted.



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**SCHEDULE** (subject to change)

Submission Deadline

January 20, 2023 at 4:00pm

Artists Selected

March 2023

Printing and Installation

Starting Spring 2023

**Reserved Rights and Privileges of the City**

The City of Hamilton reserves the right to not award the commission to any Artist and to cancel or re-issue the call at any time.

**Appendices:**

Appendix A - Site and Context Examples

Appendix B - Materials and Methods

Appendix C - Artist Sketch Layout (use this template for the image or sketch of the proposed artwork)

**Addendums:**

Any clarifications to this Call for Artists will be posted as an Addendum on project webpage at:

[www.hamilton.ca/publicart](http://www.hamilton.ca/publicart)