




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	December 1, 2022
SUBJECT:	Traffic Signal Cabinet Wraps Call for Artists (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

The City of Hamilton is seeking local artists of all backgrounds and experience to submit proposals for traffic signal cabinet wraps. Up to 40 artworks will be selected and installed on traffic signal cabinets throughout the city. Artists will be awarded \$700 if their work is selected.

Information about the Call for Artists, including eligibility requirements, submission details and selection criteria, are available on the City's website at www.hamilton.ca/publicart. Submissions for the Traffic Signal Cabinet Wraps Call for Artists will be accepted until 4:00 p.m. on Friday, January 20, 2023.

The art will be selected by a volunteer jury that includes community members and artists. They will base their selection on the artist's response to the project goals and themes as well as the artist's perspective and skill in their chosen craft.

Adding artwork to traffic signal cabinets is part of the City's Cabinet Replacement Program managed by the Transportation Operations and Maintenance Division in the Public Works Department. The goal of the project is to improve the streetscape through vibrant and positive artwork that celebrates Hamilton and will help deter graffiti. All new and replacement traffic signal cabinets will be wrapped as part of the Cabinet Replacement Program. Artwork is printed on graffiti resistant vinyl wraps and has an estimated lifespan of 10 years.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: Traffic Signal Cabinet Wraps Call for Artists (City Wide) - Page 2 of 2

Traffic signal cabinet wraps are a joint project by staff in the Tourism and Culture Division and Transportation Operations and Maintenance Division. This is the fourth call for artists that the City has issued for traffic signal cabinet wraps since 2019 with over 100 artworks already installed.

For more information about the Call for Artists, please contact Sarah Ehmke, Senior Project Manager - Placemaking and Animation by e-mail at Sarah.Ehmke@hamilton.ca or at (905) 546-2424 Ext. 7505. For additional information about the Cabinet Replacement Program, please contact Peter Locs, Acting Manager, Transportation Operations by email at Peter.Locs@hamilton.ca or at (905) 546-2424 Ext. 6015.

APPENDICES AND SCHEDULES ATTACHED

N/A