



Hamilton

## TRAFFIC SIGNAL BOX WRAPS PUBLIC ART PROJECT



Artist / Kirsten McCrae



Artist / Leey Aikawa



Image Credits (LtoR): Kobby Crabbe; Jocelyn Reynolds for StreetART Toronto/FDBIA; Tourism Hamilton; Jocelyn Reynolds for StreetART Toronto/FDBIA; Tourism Hamilton.

## CALL FOR ARTISTS Single Traffic Signal Box Wraps

The City of Hamilton is seeking emerging Artists and Artists new to working in the public realm to submit proposals to design wraps for individual traffic signal boxes in Downtown Hamilton. The City will be responsible for printing the digitally-submitted artwork onto vinyl wraps and installation.

Artists may create work(s) specifically for this Call or may reformat an existing work. The work can be created in any medium but, if selected, must be provided as high-resolution digital files suitable for large-format printing.

Work will be selected by a citizen Jury through a 2-stage process. Up to forty (40) sketch proposals will be shortlisted for public consultation. Each shortlisted proposal will receive a \$50 honorarium. The Jury will then select ten (10) to thirty-two (32) of these proposals for implementation.

**Award:** \$650 per traffic signal box

**Submission Deadline:**  
Thursday June 20<sup>th</sup>, 2019 at 3:00 PM (EST)

**Artist Information Meeting:**  
Monday May 27<sup>th</sup>, 2019 at 5:00 PM (EST)

Tourism Visitor Information Centre, 28 James Street North (at King William), Hamilton, ON. Artists are invited to view a presentation on the adjudication process and submission requirements. This is not a mandatory meeting. This venue is fully accessible.

An evening training session and access to computers at Centre3 will be made available to artists that have limited access to a computer and minimal digital experience. Space is limited and will be filled on a first come first serve basis. This venue is partially accessible.

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## 1.0 PROJECT GOAL AND THEMES

In April 2019, a Focus Group of local residents, artists and business owners with varying expertise and knowledge of the community and site, assembled with City staff to determine themes and goals in keeping with the character and vision for Downtown Hamilton.

Artist's proposals will be scored, in part, on how successfully they address the following goal and themes determined by the Focus Group.

### Goal:

Utility box public art in the Downtown Hamilton Community Improvement Area (DHCIPA) should be vibrant, positive and reflective of Hamilton's downtown while addressing one or more of the following:

### Themes:

- Hamilton Through the Ages
- Hamilton Stories
- Hamilton Communities / Street Life



## 2.0 BACKGROUND

This project has been developed in partnership with the Graffiti Management Strategy project. It has an overall budget of \$90,000 funded by contributions to the Downtown Public Art Reserve by local developers. It is envisioned as an initiative that will enhance street culture, deter graffiti-tagging and provide opportunities to emerging artists. A second call will be issued as part of this project for a series of related artwork to wrap larger electrical boxes and will be funded by Lighting and Electrical, Transportation Operations. Other boxes, mainly to the westerly side of downtown, will be wrapped with heritage-themed designs funded separately.

## 3.0 SITE

The site for the proposed art work is the Downtown Hamilton Community Improvement Project Area (DHCIPA). For more information on Downtown Hamilton, a site map, contextual imagery and typical traffic box layout with dimensions, please see **Appendix B**.

## 4.0 AWARD

Successful artists will be awarded \$650 (excluding HST) upon provision of the detailed digital proposal files of their artwork at an acceptable resolution for large-format printing and executed agreements allowing for its reproduction and use up to two (2) times as required by, and to the satisfaction of, the Director of Tourism and Culture or their designate.

## 5.0 ELIGIBILITY

City of Hamilton employees are not eligible to submit proposals to this call.

Artists under 18 years of age must have their parent or legal guardian sign all required documents on their behalf.

## 6.0 SELECTION PROCESS

### 6.1 Stage One:

Stage One will be adjudicated by the Jury to select up to forty (40) artist proposals with the highest scoring submissions that meet or exceed all passing scores outlined under Stage One Selection Criteria.

#### 6.1.1 Submission Requirements

The artist proposal can be submitted in one of two ways:



Online via Submittable (submissions management platform):

A link to the Submittable form (which includes guidelines for submission) can be found at the project webpage at: <https://www.hamilton.ca/attractions/culture/utility-box-wraps-public-art-project>

OR

As a hard copy submission by mail, courier or in person (delivery details outlined in Section 7.0). Print notes: The *Stage One* proposal shall be limited to a maximum of two (2) double-sided letter size 8½x11in pages and one (1) 11"x17" page illustrating the proposed art work on the box layouts. The layout template included as **Appendix C** of this document should be used as the basis for this illustration. The Submission Form and cover page are additional to these pages. Those submitting in person, via mail or courier shall include a CD or USB drive including the digital documentation described under Item (f) below.

Artists may submit more than one proposal to this Call. Each proposal should be submitted separately through Submittable or as a hard copy package.

Proposals shall include the following information:

- a. **Submission Form:** basic artist information and signature. If submitting online, this form is not required as it is part of the Submittable form.

If submitting a hard copy, this form is included as **Appendix A** to this document. Please print, complete, sign and include the original with your submission.

- b. **Artist Concept Statement:** A short written explanation of the proposed work suitable for public presentation (350 words maximum) including,
- i. A description of the the artwork concept;
  - ii. A description of how the artist's approach addresses the project goal and theme(s);
  - iii. The name/title of the proposed artwork
- c. **Image of Proposed Artwork:** An image or sketch of the proposed work in full colour on layouts as provided by the City on one (1) 11x17in tabloid size page. See **Appendix C** for the layouts.
- d. **Curriculum Vitae and / or Artist Bio:** Provide a short artist's bio and / or CV outlining the relevant interests, experience and qualifications of the Artist (maximum of three (3) single-sided 8.5x11" pages).
- e. **Digital Documentation:** If submitting in hard copy provide a CD or USB clearly labeled containing digital files of all material submitted. Images to be provided in

JPEG format at a minimum resolution of 300 dpi and text to be provided in PDF format. Do not embed image(s) in documents such as Word or PowerPoint or compress files (i.e. WinZip, Stuffit, etc.).

### **6.1.2 Selection Criteria**

#### **a. Project Goal and Themes**

The proposed artwork is responsive to the competition goal and themes and is appropriate for the context and competition parameters.

*Max points: 40, Min points to pass: 20*

#### **b. Artistic Excellence**

The proposed artwork demonstrates high artistic merit; concept shows innovation and creativity; originality of design; excellence in execution and artistic skill.

*Max points: 40, Min points to pass: 25*

#### **c. Technical**

The quality of the proposed artwork and the Artist CV or bio demonstrates that the work can be successfully reproduced, communicate the intended concept to the viewer and will assist in deterring graffiti.

*Max points: 20, Min points to pass: 10*

### **6.1.3 Stage One: Adjudication**

A minimum of ten (10) and maximum of forty (40) artists will be shortlisted by the Jury to continue to Stage 2

## **6.2 Stage Two:**

The proposals shortlisted by the Jury in Stage One will be issued for public consultation. The jury will then select up to thirty-two (32) artist proposals with the highest scoring submissions that meet or exceed all passing scores outlined under Stage Two Selection Criteria. The City will then enter into an agreement with these Successful Artists to implement their proposals.

### **6.2.1 Stage Two: Public Consultation**

The Stage One shortlisted proposals will be formatted by City Staff, posted on the City of Hamilton website and made available at the Tourism Hamilton Visitor Information Centre for public comment. The results of this consultation will be provided to the Jury for their consideration and final adjudication. The results of the public consultation shall not be binding on the Jury.

### **6.2.3 Stage Two: Final Adjudication**

The Jury will conduct a final adjudication of the artists' proposals and public consultation results to determine scores based on the Stage Two Selection Criteria. A minimum of ten (10) and maximum of thirty-two (32) Successful Artists with the highest Stage One



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and Stage Two combined scores that meet or exceed all passing scores as outlined under the Selection Criteria will be selected.

## 6.2.4 Stage Two: Selection Criteria

### a. Public Consultation Comments

The proposed artwork is well received and understood by the public as based on the quantity and quality of public comments and preferences selected.

*Max. points: 20, Min. to pass: 5*

## 7.0 SUBMISSION DEADLINE AND DELIVERY

Submissions will be received up to and including:

**Thursday June 20<sup>th</sup>, 2019 at 3:00 PM (EST)**

Late submissions will not be accepted.

### Online submissions:

Online submissions can be made via Submittable (submissions management platform). A link to the Submittable form can be found at the project webpage at:

<https://www.hamilton.ca/attractions/culture/utility-box-wraps-public-art-project>.

### Submissions by mail, courier or in person must be in a sealed envelope delivered and addressed to:

Traffic Signal Box Wraps Public Art Competition  
c/o The Tourism Hamilton Information Centre  
The Lister Building | 28 James Street North, Ground Floor  
Hamilton, ON L8R 2K1

Hours of Operation: Monday through Friday 9:00 AM to 4:00PM

Submissions by fax or e-mail will not be accepted.

## 8.0 SCHEDULE (subject to change)

Artists Selected  
Printing and Installation

Summer 2019  
Fall 2019



## 9.0 JURY

The Jury is comprised of members of the local community, artists and arts professionals. City staff is involved as non-voting members and participate in an advisory capacity. The identity of the jurors is kept confidential until the winning proposals are announced.

## 10.0 GENERAL PROVISIONS

### 10.1 Artist Agreement

The successful artists will be required to sign an agreement with the City of Hamilton. Upon notification of winning the commission, the successful artist will have a 30-day time period in which to work with the City to finalize and sign the agreement. If an agreement cannot be reached within this period, the City may award the commission to the next highest scoring artist and allow 30 days for that artist to finalize and sign the agreement or cancel and re-issue the call.

A copy of the sample artist agreement is included as **Appendix E** of this document.

### 10.2 Copyright

By making a submission to this call, the artist guarantees that designs submitted are their own original creations and do not infringe upon the copyright of any other individual or group.

In general, copyright of the design will remain with the artist. Please see **Appendix E** for full copyright information to be finalized as part of the Artist Agreement.

Materials provided to the City as part of an Artist's submission to this Call become and remain the property of the City of Hamilton and may be used to promote the Call, the City's Placemaking and Public Art program or the City in general.

### 10.3 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.



## **11.0 DEFINITIONS**

### **11.1 Artist**

The Artist is the principal creator of the proposed Public Art design. The Artist is responsible for the contractual agreement with the City, communications with the City and the coordination and payment of any team members required to successfully complete the proposed Public Art work design.

### **11.3 Public Art**

Public Art is a work of art created by artists or in collaboration with artists through a public process and existing on publicly accessible City of Hamilton Property.

### **11.4 Successful Artist**

The Successful Artist(s) is the Artist(s) whose proposal receives the highest score(s) and meets or exceeds all passing scores.

### **11.5 Jury**

The Jury has been defined in Section 9.0.