Supporting Healthcare
TRAFFIC SIGNAL BOX WRAPS PUBLIC ART PROJECT

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CALL FOR ARTISTS

The City of Hamilton is seeking Artists to submit proposals to design wraps for traffic signal boxes addressing the themes of health, wellness and supporting our healthcare workers. The wraps are to be installed on boxes near major healthcare facilities across the city. The City will be responsible for printing the digitally-submitted artwork onto vinyl wraps and installation.

Due to the accelerated nature of this Call, Artists are encouraged to reformat an existing work or work(s) already in progress for this Call. 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 two-stage process. Up to twenty (20) sketch proposals will be shortlisted for public consultation. Each shortlisted proposal will receive a $50 honorarium. The Jury will then select up to fifteen (15) of these proposals for implementation.

Award: $650 per traffic signal box

Submission Deadline:
Tuesday July 14th, 2020 at 3:00 PM (EST)

Artist Information Meeting:
Monday June 29th, 2020 at 7:00 PM (EST)
Via Video Conference
Artists are invited to view a presentation on the adjudication process and submission requirements. This is not a mandatory meeting. Kindly RSVP to zahra.awang@hamilton.ca on or before June 26th for virtual meeting details.

City of Hamilton Tourism and Culture Division
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1.0 PROJECT GOAL AND THEMES

Artists’ proposals will be scored, in part, on how successfully they address the following goal.

Goal:

Traffic signal box public art designs should be vibrant, positive works focused on public health and wellness that support and uplift our vital healthcare workers and the patients they serve in their everyday work and as we manage COVID-19.

2.0 BACKGROUND

This project builds on the success of the Downtown Hamilton Utility Box Wraps Public Art project completed in 2019. It has been developed in partnership with City of Hamilton Transportation Operations Section. The project is funded by Transportation Operations and the Downtown Hamilton Public Art Reserve.

3.0 SITE

Possible sites for the proposed art work include:
Hamilton General Hospital
Juravinski Hospital
St. Joseph’s Healthcare Hamilton, Charlton and West Fifth locations
Mark Priest Hospice
East End Assessment Centre
West End Assessment Centre

Artists may suggest a preferred location but final locations will be determined by City staff. See Appendix A for images of typical sites.

4.0 AWARD

Successful artists will be awarded $650 (excluding HST) upon provision of detailed digital proposal files of their artwork at an acceptable resolution for large-format printing and executed agreements allowing for its reproduction and use of 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 twenty (20) 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

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: www.hamilton.ca/HealthcareTrafficBoxArt
Artists may submit more than one proposal to this Call. Each proposal should be submitted separately through Submittable.

Proposals shall include the following information:
a. **Artist Contact Information:** this form is part of the online Submittable form.

b. **Artist Concept Statement:** A short written explanation of the proposed work suitable for public presentation (350 words maximum) including:
   
   i. The name/title of the proposed artwork;
   
   ii. A description of the artwork concept;
   
   iii. A description of how the artist’s approach addresses the project goal.

c. **Image of Proposed Artwork:** An image or sketch of the proposed work in full colour on layout as provided by the City on one (1) 11x17in tabloid size page. See Appendix B for layout.

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:** Images to be provided in JPG 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 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. See Appendix C.

   *Max points: 20, Min points to pass: 10*
6.1.3 Stage One: Adjudication

A minimum of ten (10) and maximum of twenty (20) artists will be shortlisted by the Jury to continue to Stage Two.

6.2 Stage Two:

The proposals shortlisted by the Jury in Stage One will be issued for public consultation. The jury will then review the results of the public consultation to select up to fifteen (15) 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 reformatted by City Staff and posted on the City of Hamilton website 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.

Note: Public consultation is subject to evolving City of Hamilton pandemic operational polices and may be not be possible. If not possible the highest scoring Stage 1 proposals will be implemented.

6.2.2 Stage Two: Final Adjudication

The Jury will conduct a final adjudication of the artists’ proposals and consider public consultation results to determine scores based on the Stage Two Selection Criteria. A minimum of eight (8) and maximum of fifteen (15) Successful Artists with the highest Stage One and Stage Two combined scores that meet or exceed all passing scores as outlined under the Selection Criteria will be selected.

6.2.3 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:

Tuesday July 14th, 2020 at 3:00 PM (EST)
Late submissions will not be accepted.

**Online submissions:**
Submissions can be made via Submittable (submissions management platform). A link to the Submittable form can be found at the project webpage at: [www.hamilton.ca/HealthcareTrafficBoxArt](http://www.hamilton.ca/HealthcareTrafficBoxArt)

Due to the ongoing closure of City of Hamilton offices in response to the COVID-19 pandemic, hard copy submissions will not be accepted. Submissions by fax or e-mail will not be accepted.

**8.0 SCHEDULE** (subject to change)

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artists Selected</td>
<td>July 2020</td>
</tr>
<tr>
<td>Printing and Installation</td>
<td>August/September 2020</td>
</tr>
</tbody>
</table>

**9.0 JURY**

The Jury is comprised of healthcare workers, citizens, artists and arts professionals. City staff are involved as non-voting members and participate in an advisory capacity. The identities of the jurors are 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 15-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 15 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 D 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 D 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.

11.2 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.

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

11.4 Jury
The Jury has been defined in Section 9.0.