

## CALL TO ARTISTS



### The Project:

#### Traffic Signal Cabinet Art Project

The city of Goodyear is seeking West Valley artists to aesthetically treat utility infrastructure throughout the community. Artist will transform traffic signal control cabinets in Goodyear from only being functional infrastructure to colorful, inspired works of art. The artwork will either be painted directly on the cabinet or created digitally as a vinyl wrap that will be applied to the cabinet.

### Location:

Cabinets are located on or near street corners where there are traffic signals. The placement of the cabinets makes them visible to both pedestrian and vehicular traffic. With this placement, the art should be graphically clear so that a passing car and those walking by at a leisurely pace can view it.

The cabinets are approximately 78”H x 44”W x 28”D. The final artwork will cover three sides and the top of the cabinet. Artistically enhanced cabinets will be located at the following intersections:

- Litchfield Rd. & Van Buren St.
- McDowell Rd. & Palm Valley Blvd.
- Indian School Rd. & Pebble Creek Pkwy.
- Pebble Creek Pkwy. & Clubhouse Dr.
- Yuma Rd. & Canyon Trails Blvd.
- Yuma Rd. & Wildflower Dr./Village Blvd.
- Estrella Pkwy. & Roosevelt St.
- Estrella Pkwy. & Van Buren St.
- Estrella Pkwy. & Goodyear Blvd. South
- Estrella Pkwy. & Elliot Rd.



### Art Application:

Up to 10 cabinets will be enhanced artistically. The cabinets will either be hand painted or vinyl wrapped. Artist expectations for each application method:

**Hand Painted Cabinet:** Artists will be required to purchase and use approved paint to maintain the appearance for the anticipated 10-year life expectancy. The artist will be responsible for coordinating community outreach efforts. Additionally, Artist will attend two meetings:

- Project kick-off meeting to discuss project logistics
- Arts & Culture Commission meeting for design approval

**Vinyl Wrapped Cabinet:** Artist will be responsible for preparing the digital artwork in the recommended file format. The artist will be responsible for coordinating community outreach efforts. Additionally, Artist will attend two meetings:

- Project kick-off meeting to discuss project logistics
- Arts & Culture Commission meeting for design approval

### **Themes:**

The cabinet artwork will be graphically clear, colorful, innovative, and place-specific. The project calls for an artist that is excited about engaging with the surrounding community and businesses as well as creating designs that reflect and celebrate the area the cabinet is located. Themes for the artwork will reflect Goodyear's values and be driven by community input to meet the needs of the immediate surrounding area. Themes can address any of the following subjects, new ideas or city values. Possible themes include:

- Community
- Education
- Innovation
- Arts
- Family
- History
- Transportation
- Environment
- Growth

### **Artist Eligibility:**

The project is open to West Valley artists, artist teams, and educational institutions. The Call is open to artists working in a broad range of visual media.

### **Compensation:**

**Painted Cabinet:** Artist will be compensated \$1,800 for community outreach, design, materials, and time. Payment schedule:

- Upon selection artist will receive an initial payment of \$200
- Upon approval of concept artist will receive \$800.00
- Final payment of \$800 payable upon completion of painting and final approval

**Wrapped Cabinet:** Artist will be compensated \$1000 for community outreach, design, materials, and time. Payment schedule:

- Upon selection artist will receive an initial payment of \$200
- Final payment of \$800 will be issued when artist delivers a complete and final, high-resolution file
- The vinyl wrap will be printed and installed in spring 2020.

## **Apply:**

Interested artists shall submit the following application materials no later than **October 22, 2019**.

### **Submission Materials:**

1. Typed "Letter of Interest," not to exceed two pages, which should identify what method the artist prefers (wrapped cabinet or painted cabinet), describe past approaches to other projects and methods for community engagement, reasons for your interest in this project, specific plans to engage the community in Goodyear, or other information of the artist's choosing. **Specific proposals for the project are not requested at this time.**
2. Current resume, not to exceed three (3) pages.
3. 5-7 digital images of relevant past work.  
Do not embed images into PowerPoint or submit moving image or audio files. Submit only high quality JPGs (no GIFs, TIFFs or other formats). Files must be less than 5 MB. Files must be titled with a number indicating the viewing order followed by the artist's last name. The numbers must correspond to the accompanying Annotated Image List. Use "0" in front of single digit numbers. Do not use more than 30 characters, and use only letters, numbers and underscores. **Example: 01\_Smith.**
4. A corresponding, "Annotated Image List" with title, media, dimensions, location, brief description and date of the work, project budget, and project partners, if applicable.

Application must be received by October 22, 2019 by 3:00pm. Proposals may be submitted electronically to Guylene Ozlanski at [Guylene.Ozlanski@Goodyearaz.gov](mailto:Guylene.Ozlanski@Goodyearaz.gov) or hand-delivered to Goodyear Recreation- 3075 N. Litchfield Rd. Goodyear, AZ 85395.

Applications that are incomplete or late will not be accepted. Applicants should submit one copy containing the materials defined above via email, mailed, or delivered. If you have any questions contact Guylene at 623-882-7530 or by email [Guylene.ozlanski@goodyearaz.gov](mailto:Guylene.ozlanski@goodyearaz.gov)

## **Selection:**

The selection committee, representing diverse interests and expertise of the City and community, will convene to review images and information sent by artists and/or artist teams.

**Selection criteria include:**

- Excellence of past work
- Proven ability to create artwork that responds to a site
- Artists plans for community engagement

The panel will select finalists who will engage with the respective community and generate conceptual imagery for Goodyear Arts & Culture Commission approval.

**Project Timeline:**

October 22, 2019	Deadline for receipt of materials by 3:00pm
October 29, 2019	Selection panel meets to review applications
November 11, 2019	Finalists notified
November 15, 2019	Artists meet with Goodyear Public Art Committee
November- December 2019	Artist engage with community for idea generation
January 7, 2020	Arts Commission concept approval
February 7, 2020	Wrapped Cabinets: Final high-res image due from artists
March 2020	Painted Cabinets: Artists on-site painting murals
April 2020	Wrapped Cabinets: Vinyl wraps installed

**Selected Artists Responsibility:**

- Selected artists shall sign an agreement for the scope of services that include:
  - Intellectual property rights to the art for display and marketing to the city of Goodyear.
  - Indemnification and hold harmless for the city of Goodyear
- Any images of real people or text that requires a release will be the responsibility of the artist to obtain and provide a copy to the City.
- Selected artist shall submit a W9 to the City for payment.
- Artist compensation includes all services and materials:
  - Painted Cabinets total artists compensation \$1,800
    - Painted Cabinets-
      - Artist will provide an artist statement for the completed work, name of artwork and high-resolution scan of artist signature.
      - Artist will use only approved paint for the mural to ensure adhesion to the primer.
      - Due to the intensity of heat from the environment and equipment artist will be cognizant of color selection.
  - Wrapped Cabinets total artists compensation \$1000
    - Wrapped Cabinets-

- Artist will provide an artist statement for the completed work, name of artwork and high-resolution scan of artist signature.
- Selected artists are responsible for all costs related to providing the image in a quality format.
- Final Artwork will be 100% of final output size with minimum resolution of 72 dpi. Color will be CMYK with all fonts outlined. Final format may be a PDF that is Press Quality Print or in Photoshop as a Flattened Tiff file.