

**CITY OF PLEASANTON
AND THE
CIVIC ARTS COMMISSION**

“PROJECT PAINT BOX” - UTILITY BOX BEAUTIFICATION PROGRAM

CALL TO ARTISTS

Project Paint Box is a public art beautification program celebrating local artwork and encouraging Bay Area artists to share their creativity throughout the City of Pleasanton. Vibrant artwork helps deter unsightly graffiti and creates pleasant spaces for residents and visitors alike. We invite artists to participate in this program designed to transform common utility boxes into works of art, which will add beauty to the City of Pleasanton streetscapes for years to come.

Artist Participant Application Guidelines

To participate in this Call to Artists, submit the materials listed below to the City of Pleasanton. A utility box template is attached at the end of this application.

1. A completed application
2. An artist biography of up to 200 words
3. A color rendering of your proposed artwork design. Each side of the box is to be represented by a paper no larger than 8.5” x 11”. Follow the template provided as the format to tape the pages together. Artwork submitted must be an accurate depiction of your work.

Submit materials by Friday, August 29 at 5:00pm to:

For Mail:
City of Pleasanton
Community Services Department
Attn: Michele Crose
P.O. Box 520
Pleasanton, CA 94566

For Questions, Contact:
Civic Arts Commission Staff Liaison,
Michele Crose
mcrose@cityofpleasantonca.gov
925-931-5347

Drop Off:
City of Pleasanton
Community Services Department Modular
Attn: Michele Crose
200 Old Bernal Ave
Pleasanton, CA 94566

Project Description

The goal of this project is to place artistic treatments on six (6) identified utility boxes in downtown Pleasanton. Themes that embrace Pleasanton's culture, history, flora and fauna or have a strong Pleasanton connection are preferred.

Eligibility

- **Entries are due on Friday, August 29, 2014 by 5:00 pm.** No late entries will be considered.
- Applicants must be from one of the following counties:
 - Alameda
 - Contra Costa
 - San Francisco
 - San Mateo
 - Santa Clara
 - Solano
- All entries must be the original design and artwork of the entrant(s)
- To be considered, each entry must be sent with a completed official entry form upon submission, and release of liability form once awarded
- Artists may be invited to attend the Civic Arts Commission meeting on September 23 to present their design. Invited artists will be notified by September 9, 2014
- Entries and all forms must be submitted together as a single package
- Please do not permanently secure forms to artwork
- Painting must occur during an agreed upon consecutive four (4) week period starting October 27. If an unforeseeable emergency or inclement weather arises, the artist may request a two (2) week extension by notifying the Civic Arts Commission Liaison
- Artists may enlist assistants, all assistants must be named on the application
- Artists may submit up to three (3) designs for consideration
- If you would like your design for considered for a specific location please indicate on the application

Medium and Specifications

- Artwork will be installed in a public place and must be suitable for viewing by all ages
- Each side of the utility box design must be represented by one sheet of paper 8.5" x 11"
- Painting is the only acceptable media for design submittal
- Recommended: Liquitex Acrylic High Viscosity Paint in tubes, Nova Color Lightfastness 1 in tubes, Golden Lightfastness 1 in tubes
- Each sheet must be labeled on the back and taped together as in the template provided in the application packet. Label with side number, your name and artwork title
- Artwork using majority of dark colors will not be considered due to the potential for overheating the utility boxes
- Artists are responsible for prepping the utility box, painting the box, and applying a clear coat to seal the completed art design
- Entries that use a copyrighted or trademarked image will not be accepted
- Entries must not be plagiarized, stolen or copied from any other source. Entries must not defame or invade the rights of any person, living or dead
- Entries not adhering to these guidelines will not be considered
- For images of the utility box locations see pages 4-7 of the application packet or visit www.cityofpleasantonca.gov

Design Review

The Public Art Selection Sub-Committee (PASS) will review all submissions and evaluate based on the following criteria:

- Composition and originality
- Appropriateness of the design to the location in terms of content
- Relationship of the design to existing architecture, landscaping, urban design and development, traffic and circulation
- Does the piece:
 - Enhance downtown
 - Reinforce community identity

PASS will recommend designs that meet the above criteria to the Civic Arts Commission. The Commission will invite the recommended artists to attend their September 23, 2014 meeting to present their design. The Commission may ask the artists questions about the design.

The Civic Arts Commission will then recommend designs to the City Council for final approval. The City Council will make final decisions on designs tentatively scheduled for the October 21, 2014 City Council meeting.

Once designs are approved contracts will be drafted and mutually agreed upon scheduled work may begin as early as October 27, 2014.

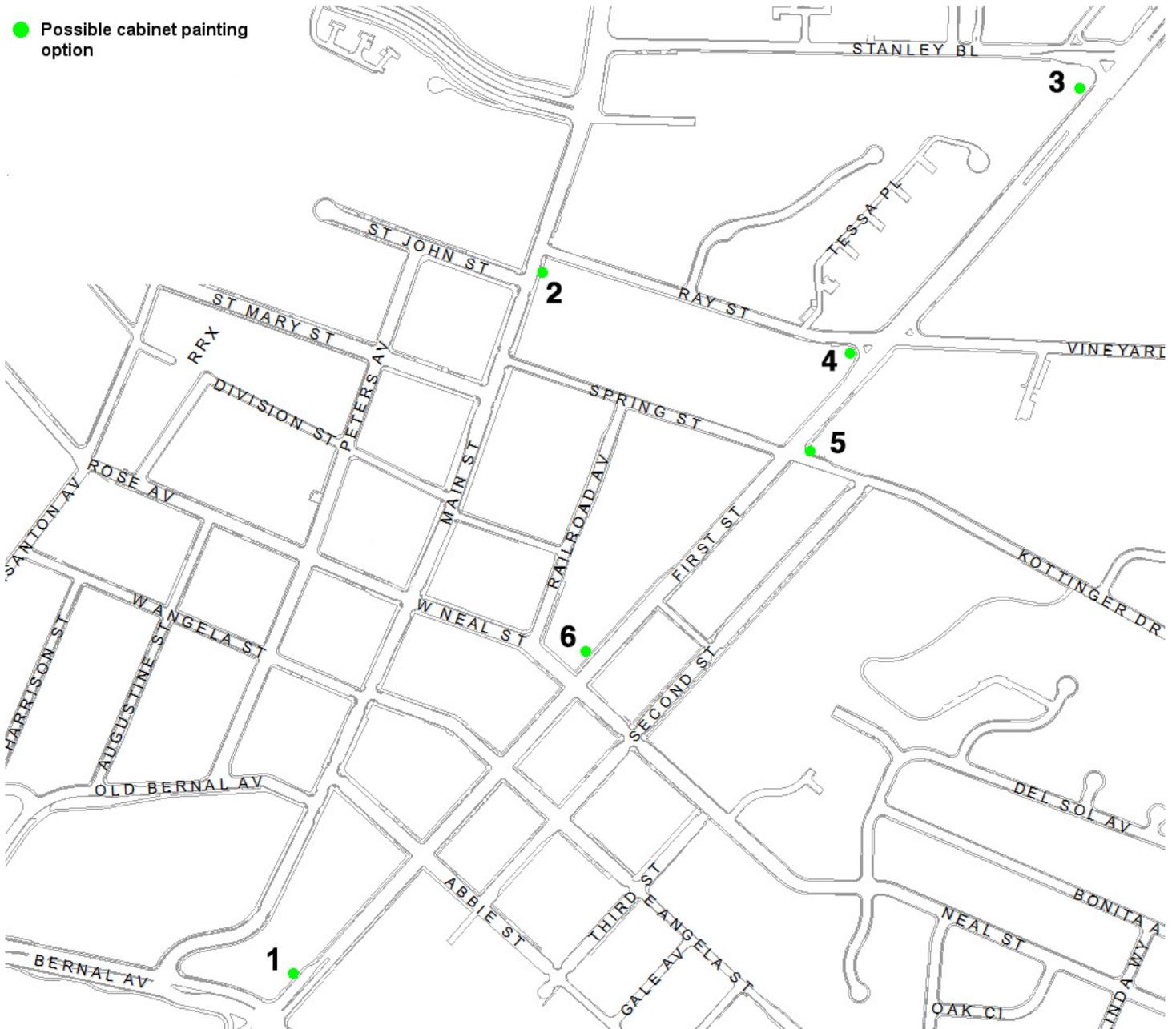
Awards

- City Council approved artists will receive a \$500 stipend for the creation of the final design
- Artists are responsible for the cost of all materials required to complete the project
- Artists are permitted to include their signature on the utility box (no larger than 3" x 5")
- Please note: A community donor may be established for your utility box. If so, the community donor name must be included in the design at the bottom of side 4 of the box, no larger than 3" x 5"
- Detailed inclusion of the artist(s) name, artwork title, and photo of the artwork may be featured on the City of Pleasanton website and other promotional materials
- Artists will receive an award certificate from the Civic Arts Commission upon completion of the box painting

DEADLINE TO ENTER: Friday, August 29, 2014 by 5:00 pm

Utility Box Locations

● Possible cabinet painting option



- Location 1** – Corner of First Street at Bernal Avenue
- Location 2** – Main Street opposite St. John Street
- Location 3** – Corner of Stanley Blvd. and First Street
- Location 4** – Corner of Ray Street and First Street
- Location 5** – Corner of Kottinger Drive and First Street
- Location 6** – Corner of First Street and Neal Street

#1 - Corner of First Street at Bernal Avenue



#2 - Main Street opposite St. John Street



#3 - Corner of Stanley Blvd. and First Street



#4 - Corner of Ray Street and First Street

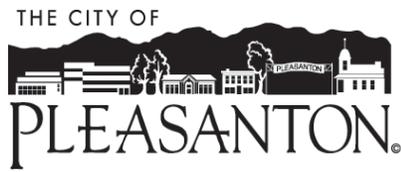


#5 - Corner of Kottinger Drive and First Street



#6 - Corner of First Street and Neal Street





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Artwork/Artist Description

Title of Submission: _____

Design Description (rendering must be submitted on the template provided AND on 8.5” x 11” paper)

Artist Biography (up to 200 words)

Submission Materials Include:

1. A completed application
2. An artist biography and design description
3. A color rendering of your proposed artwork design on 8.5” x 11” paper

*****Please return required materials to: City of Pleasanton, Attn: Michele Crose, PO Box 520, Pleasanton, CA 94566**

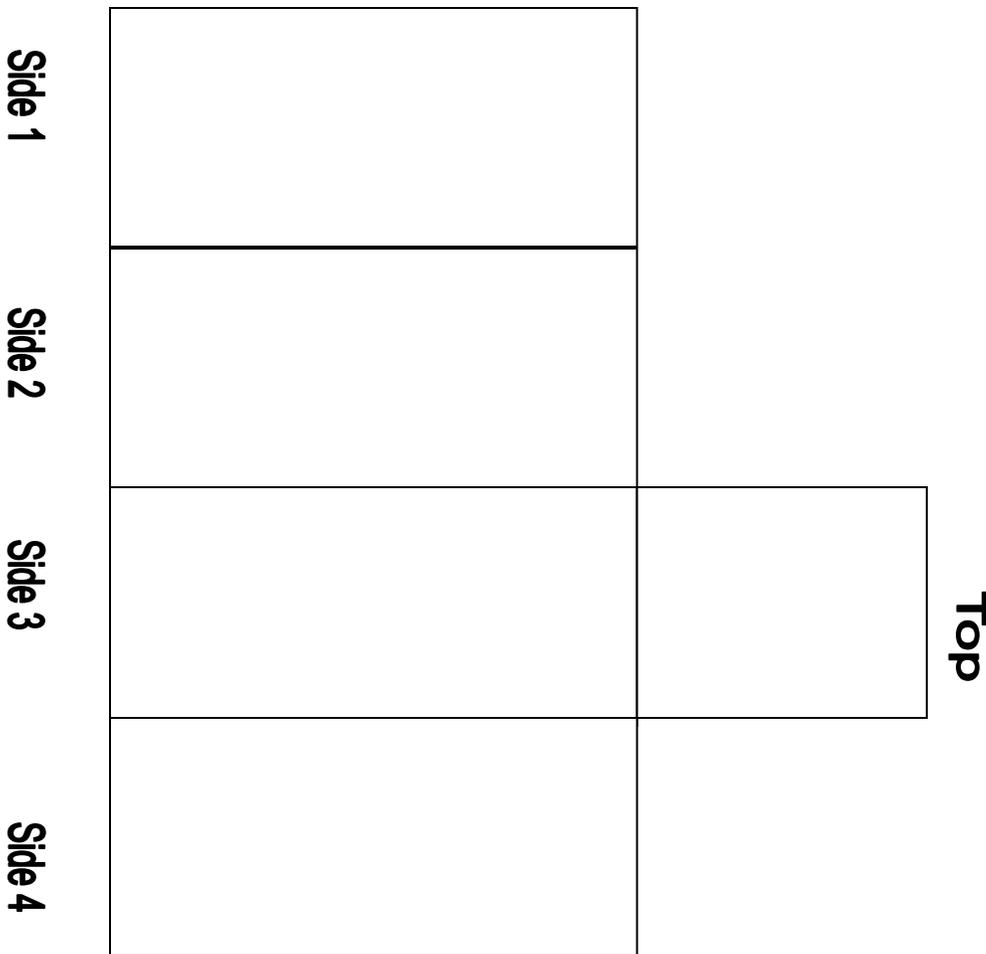
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Design Template Sample

This is a typical utility box diagram representing the four sides and top. Use it to sketch the images as it would be painted. Unique colors, bold graphics work well, along with bright images that can be seen from a distance. Avoid the use of dark colors over large areas, as this may cause the utility box to absorb heat and damage equipment. DETAILED IMAGES of **each** side must be submitted on 8.5” x 11” paper.

Actual utility boxes may vary in size (approximately 72” H x 38” W x 35” W), shape and have various vents, seams, doors and handles. Be prepared to adjust artwork to fit unique utility boxes. We invite you to visit the boxes if that aids in your design. For images of the utility box locations see pages 5-7 of the application packet or visit www.cityofpleasantonca.gov.



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**PROJECT PAINT BOX - UTILITY BOX BEAUTIFICATION PROGRAM
Application**

Thank you for your interest in the City of Pleasanton Project Paint Box Utility Box Beautification Program. Please print clearly. Submit this completed form along with an artist biography of up to 200 words, a description of the design and a color rendering of the proposed art design. If the artist is less than 18 years of age, a parent or legal guardian must authorize their participation. All artists and their assistants must submit a signed release of liability.

DO NOT SIGN THIS DOCUMENT BEFORE YOU READ IT AS IT CONTAINS A WAIVER AND RELEASE OF LIABILITY.

Waiver, Release and Assumption of Risk:

My (child's) participation in the Project Paint Box – Utility Box Beautification Program is voluntary. I am (my child is) physically fit to participate in this program. I understand this program involves risks and that serious injuries could occur while I am (my child is) participating in this program, which may include, but are not limited to, working near streets and being hit by a bicyclist or car, tripping on curb and breaking bones, falling off of ladder or stool and sustaining head injury, or inhaling chemical fumes. Knowing these risks I want (my child) to participate in this program. I (on behalf of my child) hereby assume the risk, and hereby waive, release and discharge the City of Pleasanton, its Council, officials, employees, volunteers, agents, sponsors, and promoters of this program from any and all claims for damages for personal injuries or death or claims for damage to property which I (my child) or my (child's) heirs, assigns, executors, or administrators may have or which may accrue due to my (child's) participation in this program. I have read the above and understand that important legal rights are being waived.

I consent to the City's use of any photographs that are taken of me (my child), my work, while participating in this program for use in the City's promotions and publications in print and on the World Wide Web (Internet). No payment will be made for use of these photographs.

Your signature indicates that you have read and agreed to abide by the rules and guidelines of the Project Paint Box Beautification Program.

Last Name **First Name**

Mailing Address (Street #, Name, City, State, Zip Code)

Home Phone **Cell Phone** **Email**

Assistant Artists (if applicable) **Last Name** **First Name**

Desired Utility Box location for design: N/A if you have no preference

Participant's Signature **Date**

Complete the following only if participant is less than 18 years of age:

Participant's Age **Grade in Fall 2014** **Name of School**

Parent/Legal Guardian's: Last Name **First Name** **Home Phone/Cell Phone**

By signing, I agree to provide adult supervision at the designated location during all project painting hours:

Parent/Legal Guardian Signature: