

DETAILED INFO:

boxART!

PHASE 4
CALL TO ARTISTS

Art for Traffic Signal Control boxes

You are invited to submit a proposal for art to transform our traffic signal boxes into **boxART!** street murals that will be seen and appreciated by thousands of Fremont residents and visitors.

Project Description:

Traffic signal control boxes, typically painted gray, brown or olive green, are perfect canvases to become community murals. Fremont is transforming our utilitarian boxes into works of art for all to enjoy. Vibrant public art helps deter unsightly vandalism and creates inviting spaces for residents and visitors alike. Fremont has over 160 boxes throughout the city.

About the Boxes:

Boxes are placed on or near street corners where there are traffic signals, and are visible to both pedestrian and vehicular traffic. The art should be “readable” both when viewed passing in a car at 35 mph and walking by at a leisurely pace.

Most boxes are approximately 56”Hx44”Wx27”D. There are also pop-outs often attached to one of the small sides. They vary in depth from 6” to 12” and in length from 22” to 48”. Proposals should describe full surface coverage – all four sides and the top. Because the configuration of each box varies, designs should be adaptable.

The city will provide a brushed aluminum plaque with the artist name and QR code to take interested parties directly to your website.

Locations:

Our goal is to cover boxes that have experienced high incidents of graffiti and are located along high traffic corridors in the city. The remaining boxes will be spread throughout the city. The City of Fremont and sponsors will choose locations for artwork.

Theme:

The Theme for Phase 4 is “AGRICULTURE – PAST/PRESENT”.

Fremont’s agricultural history is rich with ranching, farming, nurseries, milling and canning industries and more. While the city has evolved to its hi-tech identity, agricultural industries and community gardening endeavors continue to thrive. On the application page you will find a list of topics, websites and sources for possible research.

Artist Eligibility

The project is open to all artists living or working in the 9 bay area counties including Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma. Artists may work individually or in teams. Artists within any team must be individually eligible.

Project Budget

Artists or artist teams selected will receive \$650 per cabinet. Each cabinet will become available for painting when a sponsor is found. Artists are expected to supply their own professional grade water-based acrylic paints such as Behr Premium Grade Exterior Acrylic Paint, available at Home Depot. All work must be completed and a final invoice submitted to the City of Fremont before payment.

Application Deadline

- **Deadline for Proposals: June 27, 2017**
- Artists will be notified of acceptance after the artwork is reviewed.
- Accepted proposals are placed in a portfolio to be submitted to possible sponsors.
- As soon as a sponsor chooses an artwork, the artist is notified and a timeline is established. The artist must complete work within 16 days of the established timeframe. (Weather permitting).
- Artist notifies **boxART!** Project Manager Susan Longini of completion:
Email: boxart@fremont.gov Phone : 510-494-4555
- Artist submits invoice to: Submit invoice via email to: boxart@fremont.gov
- Artist receives payment!
- Artwork is photographed for the City's website and Facebook pages and artists are given credit for their work. Sponsors are also given credit for their community involvement.

Design Criteria: All artwork must be original to the artist. No copyrighted materials. Advertising is not allowed. Designs may include text. Each artist/team **may submit up to 4 proposals.**

Expectations:

Submitted art work should exhibit excellent craftsmanship and skill. : Since you are working with a three dimensional object, design should flow around the box. Artists must submit a design using the provided template and submission must accurately represent the final design.

Selection Process

The City of Fremont Art Review Board reviews the proposals. Accepted proposals will be placed in a portfolio for submission to sponsors. Sponsors are solicited to underwrite boxes. In return, they may select the particular artwork from the portfolio of accepted artists/artwork.

We would like to keep all submitted proposals on file for 3 years. Your artwork may be shown to sponsors for subsequent phases of this project, so if your proposals were not chosen for the first phase, it is possible to be chosen at a later time.

Please note: There is no guarantee that an Art Review Board selected proposal will be chosen by a

sponsor.

Contract

Once a sponsor chooses your art for **boxART!** and you are notified, the City of Fremont will prepare a contract.

Images of completed **boxART!** boxes can be seen [here](#):

Questions may be addressed to:

Susan Longini

boxART! PROGRAM MANAGER

City of Fremont Traffic Control Box Art Program

Email: boxart@fremont.gov

Phone: 510-494-4555

[DOWNLOAD APPLICATION](#)