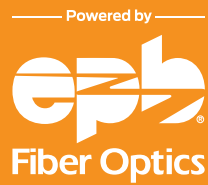


# ART SPARK



## Background

Utility Boxes of all shapes and sizes are on our streets protecting wires and switches that make our traffic signals, street lights and phones work in the Downtown Chattanooga footprint. While these boxes serve desirable utility needs for our city, they can be an unappealing piece of our landscape in addition to being a spot for unsightly graffiti, stickering, etc.

River City Company and EPB of Chattanooga saw this need on both signal traffic cabinets that are a part of the Chattanooga Department of Transportation's (CDOT) traffic system and electric utility boxes respectively.

Beautifying these utility boxes is a trend that many other cities have already used including Minneapolis, MN; Sequim, WA; St. Louis, MO; Lake Tahoe, CA; Jackson, WY; and Tacoma, WA.

On July 9, 2018, River City Company with the support of CDOT and in partnership with Public Art Chattanooga will launch an open invitation to Chattanooga area artists to take part in ArtSpark. The competition will be an investigation into the importance and the potential of enhancing the aesthetic environment of shared spaces in Downtown Chattanooga using unique and high quality art and designs.

EPB will be partnering with local schools and using student selected designs to cover five EPB owned utility boxes. River City Company seeks local professional artists to design vinyl coverings for the CDOT traffic signal boxes.

In total, the program will cover up to 20 utility traffic signal boxes that dot major intersections around downtown from Aquarium Way to 13th Street and from Broad Street to Georgia Ave. Artists are welcome to submit a design for one box or a design that would cover multiple boxes.

## Artists/Submissions for River City Company and CDOT Partnership

Evaluation: The submissions will be evaluated by a jury committee including representatives from Public Art Chattanooga Commission, CDOT, River City Company, EPB, downtown resident(s) and other stakeholders.

The selection committees will evaluate the submissions by:

- Quality and style of design
- Past experience in art, design and completion of commercial art pieces
- Ability of concept to tell a story
- Context: architectural, historical, geographical, cultural
- Diversity: artworks from artists of diverse cultural, geographic, racial, sexual identities; of varied scale and media; exploratory and well established forms
- Ability of artist to meet the project schedule
- Ability of artist to translate work to provided template if selected
- Enhance community identity and place: Is the image meaningful to the city?
- Contribute to community vitality: Does the image draw the community in whether on bikes, foot or cars?
- Appropriateness for the setting: Is the image suitable for a public audience? Does the image complement the urban realm?

### Artists/Submissions for River City Company and CDOT Partnership Cont.

- Site specific: while not a requirement and doing so will not increase an artist's chance of selection, site specific designs are welcome. It will be the artist's burden to make known the desired site(s) and any surrounding influences for the proposed design(s) in his or her submitted narrative.
  - » Please see the enclosed map for the proposed 20 sites.
- Originality: edition of one or part of a limited edition

## Eligibility

- The program is available to anyone whose primary residence is in the 16 county Thrive Regional Partnership designation.
  - » Primary residence is defined as residing at a given address more than six (6) months plus one day out of the calendar year.
  - » The Thrive Regional Partnership includes the following 16 counties in **Tennessee, Georgia and Alabama:**
    - Tennessee: Bledsoe, Bradley, Hamilton, Marion, McMinn, Meigs, Polk, Rhea and Sequatchie Counties
    - Georgia: Catoosa, Dade, Murray, Walker and Whitefield Counties
    - Alabama: Dekalb and Jackson Counties
- Artists must be readily available during the timeline.
- Open to artists working in a broad range of media, including painters, photographers, collage artists, mosaic artists, graphic artists, etc.
  - » Artist(s) has to be able to translate the proposed work, regardless of medium, onto the template (Adobe PhotoShop and Illustrator templates will be provided after selection) for printing.

## Compensation

- Selected artists will receive a design fee of \$1,000 per selected proposal.

## Objectives

- Involve, financially support, respect and encourage local artists
- Ensure public safety and cleanliness
- Comply with all codes and statutes of the City of Chattanooga and the Public Art Chattanooga guidelines
- Enhance the public realm in the urban area through art
- Enhance the quality of public sidewalks by providing engaging experiences through public art.
- By animating our public spaces with art and design, we are continuing to beautify our city and highlight Chattanooga as an attractive destination for residents and visitors.

## Timeline

- **July 9, 2018:** Artist call begins
- **September 4, 2018:** Artist call ends; **all submissions are due online by 3pm, EST. No exceptions.**
- **September 28, 2018:** Artist winners announced
- **October 12, 2018:** Art files on the given template are due by 3pm, EST.
- **October 15-November 30, 2018:** Printing/installment process
- **December 4, 2018:** Unveiling party

## Submission Process

- The application must be submitted in digital format online at [www.artsparkcha.com](http://www.artsparkcha.com)
- Digital submittals only – no hard copies will be accepted. Fill out all contact information in the application form and follow prompts and instructions online.
- Submissions have to include:
  - » Application form – will be provided online and includes basic needed contact information like artist(s) name, mailing address, phone number, email address, etc.
  - » Current Résumé for artist(s): two page max: PDF file only
  - » List of professional references (at least three): one page max: PDF file only.
    - Please include name, address, phone number, and e-mail address for each individual.
  - » Three relevant examples of previous work (three-page limit including photos; PDF file only) including a brief description of each project with a title, date, medium, dimensions, your role on project and at least one photo of the work.
  - » ArtSpark Design Proposal: JPG File only: 72dpi resolution: 24”(w) x 36”(h): Portrait Orientation
    - Drawings as required to understand your design intent
  - » A Project Narrative: one page max: PDF file only.
    - No more than 250 words that clearly states the concept of your proposed work, if and where your design is intended to go (i.e. is it site specific), the number of utility boxes you are proposing to cover and how your proposed design meets the evaluation criteria and program goals set forth.

## Boxes

### Maintenance

- The wraps are intended to last the entirety of the program, but may be removed at any time at the discretion of the City of Chattanooga. While the City and River City Company will aim to remove any tagging or vandalism, deterioration may occur and thus cannot guarantee that the wrap will be restored to its original condition.