



Great Falls Business Improvement District Call to Artists:



Traffic Signal Box Art Project

Submission Deadline: Friday, July 8, 2011 12:30pm

THE PROJECT:

The Great Falls Business Improvement District (BID) invites artists residing in Cascade County to apply for a public art project to create public art on traffic signal boxes (TSB) located in Downtown Great Falls within the BID boundaries. The goal of the project is to use local traffic signal boxes as “canvasses,” greatly enhancing Downtown Great Falls’ visual surroundings.

There are two different sizes of TSBs within the BID. Dimensions are approximately 43” H x 26” W x 19.5” D or approximately 52” H x 30” W x 18.5” D. Art should cover all exposed sides and top of the box. In addition, artists are required to paint the concrete bases in a solid color or colors complimentary to the design (in the case of the larger TSBs). Designs should take into consideration that the TSB will be visible for short glimpses by passing vehicles and some will have more pedestrian traffic than others.

LOCATIONS:

In conjunction with the City of Great Falls Public Works Department and the State of Montana Department of Transportation the BID would like to complete the signal boxes located within the BID boundaries.

2011 Proposed TSB Locations include:

7 TSB’s on Central Ave from Park Drive up to 7th Street

*TSB’s located within the BID boundaries will be funded by the BID.

ARTIST’S AWARD:

The larger TSBs will be funded \$1,000; the smaller TSBs will be funded \$700. The total budget includes all materials and artist’s labor. Artists must prepare the TSBs for the application of their design. Artists painting the TSBs will use a four-step process: applying primer, painting the design, applying a protective isolation coat, and applying the final protective varnish or clear coat. Applying vinyl will be a two-step process: application of vinyl followed by the application of a clear coat protector. Artists who are chosen to complete the larger TSBs will also be required to paint and seal the concrete bases. Artists are responsible for providing their own insurance coverage during the event.

MATERIALS:

Painted TSBs: The BID has specified the following acrylic-based products to use:

1. PRIMER:

BULLS EYE 1-2-3 (Zinsser)

Available at Great Falls Lumber and Ace Hardware.

Technical guidelines on priming and final coat can be found at www.goldenpaints.com.

2. PAINT:

The company mentioned below has technical tips on their websites related to painting murals. For example, some colors have a longer lifespan than others (some reds & yellows fade quickly – discuss specific colors directly with the company).

GOLDEN ARTIST COLOR

<http://www.goldenpaints.com/products/color/index.php>

Golden Artist paints are available at Michael's, www.dickblick.com and www.danielsmith.com.

3. ISOLATION COAT (layer between paint & protective clear coat)

GOLDEN ARTIST COLOR: Soft Gel Gloss

<http://www.goldenpaints.com/products/medsadds/gels/gels.php>

4. PROTECTIVE VARNISH/CLEAR COAT

GOLDEN ARTIST COLOR: MSA Varnish

<http://www.goldenpaints.com/products/varnish/msa.php>

VINYL TSBs: Artists producing “digitally enhanced works” may choose a printed vinyl “wrap.” Artists must use a “high performance” vinyl. Please note vinyl applications must be applied professionally. Further, printed vinyl must also have a clear coat applied for added protection.

Concrete Bases: The BID has specified the following product for painting the concrete bases of each TSB:

1. SMITH PAINTS for concrete. This comes in a variety of colors and is available at Macon Supply.
2. CURE & SEAL (Concrete sealant – comparable to varnish). Also available at Ace Hardware or Macon Supply.

APPLICATION PROCESS & DESIGN CRITERIA:

- Artwork **MUST BE ORIGINAL** and **MAY NOT** be work that has been sold or reproduced in any way.
- Artists **MUST** reside in Cascade County.
- Use the template provided to propose a design concept. **NOTE:** changes to the design may be required to accommodate site requirements.
- Design **MUST** include all visible sides of the TSB and top.

- Designs **MUST NOT** contain any representations of traffic lights, signs or signals.
- If the design is to include text, it **MUST** be included with the design concept. TSB's **MAY NOT** be used for advertisement or to promote a business, product or viewpoint.
- Designs **MAY NOT** include any breach of intellectual property, trademarks, brands, images of illegal activity or involve the attachment of any object(s) to the box.
- Because this program aims to deter graffiti vandalism, designs should not mimic or take the style of graffiti.
- The finished artwork will be in the public domain and therefore may be subject to vandalism. Accordingly, artists should be thoughtful about having large open areas in the design – for example, large areas of a single color might give a vandal the perfect spot to deface the work.
- Designs may not obstruct functionality of the traffic signal box.

GUIDELINES FOR PROPOSALS:

The Traffic Signal Box Art Project is designed to enhance Downtown Great Falls by adding works of art to the streetscape on surfaces that can be targeted by graffiti vandals. Artwork on TSBs functions as a form of communication to a moving audience with the goal of creating a safe, inclusive and interesting environment. Successful proposals will foster community pride and convey the sense of community. When designing your artwork, think of the relevance of the image to the project site and its users (pedestrians, commuters and neighborhood citizens). Consider what makes Great Falls and Downtown Great Falls unique: the arts, history, music, community events, recreational opportunities, and special attractions.

Artists should understand that the finished work will be on functioning equipment that will need repair or replacing at some point in time. As such, the City of Great Falls cannot guarantee how long each TSB will be in use.

THE SELECTION PROCESS:

All artwork selected will be major public art commissions. As such, the BID expects it to be of the highest quality in both concept and execution, while recognizing public safety and durability.

The BID will review applications for completeness. In addition, the Selection Committee will include representatives from the BID, the City of Great Falls, the Downtown Great Falls Association, the Great Falls Police Department, and private citizens. Applications will be evaluated on the basis of artistic and technical merit as well as relevance of proposed design. The Selection Committee will review all materials received by the specified deadline for content, completeness, qualifications, experience and references.

ARTIST ELIGIBILITY:

The project is open to artists residing in Cascade County. All eligible applicants, regardless of race, sex, religion, nationality, origin or disability, will be considered. If you are unsure about eligibility, contact the BID before applying. Emerging artists are encouraged to apply.

PROJECT TIMELINE:

Friday, July 8, 2011	<p>Submission Deadline</p> <p>Complete submission packets to include 3-dimensional model are to be received by the BID no later than 12:30pm. All models must be delivered to the BID office at 13 5th Street North.</p>						
Monday, July 11, 2011	Works judged by selection committee						
Wednesday, July 13, 2011	<p>Finalists announced</p> <p>The Selection Committee will schedule interviews with finalists through conference calls or personal interviews.</p>						
Friday, July 15, 2011	Finalists interviewed						
Monday, July 18, 2011	<p>Commissions awarded</p> <p>The Selection Committee will determine the final locations for selected works. A standard public art contract agreement will be executed thereafter between the artist and the BID.</p>						
August 19-August 24, 2011	<p>Weather permitting, the TSB shall be completed on the following schedule or timeframe:</p> <table border="0" data-bbox="711 1413 1422 1581"> <tr> <td data-bbox="711 1413 870 1453">August 19</td> <td data-bbox="1000 1413 1198 1453">TSBs primed</td> </tr> <tr> <td data-bbox="711 1457 919 1497">August 20-22</td> <td data-bbox="1000 1457 1403 1539">TSBs painted, stabilized & sealed or vinyl applied</td> </tr> <tr> <td data-bbox="711 1543 919 1583">August 22-24</td> <td data-bbox="1000 1543 1422 1583">TSB bases painted & sealed</td> </tr> </table>	August 19	TSBs primed	August 20-22	TSBs painted, stabilized & sealed or vinyl applied	August 22-24	TSB bases painted & sealed
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August 20-22	TSBs painted, stabilized & sealed or vinyl applied						
August 22-24	TSB bases painted & sealed						
Friday, September 2, 2011	TSB dedication (location to be determined)						

The BID reserves the right to change the project timeline.

APPLICATION INFORMATION:

For artists to be considered the following information must be submitted in person or electronically via email (.pdf format). Submittal paperwork may be emailed to: info@greatfallsbid.com (Great Falls Business Improvement District). Subject: TSB Project. CD's and models of your information may also be mailed/delivered to: TSB Project, GF Business Improvement District, 13 5th Street North, Great Falls MT 59401. NOTE: ALL models must be delivered to the BID office.

1. Proposal Description/Project Description (attached – limited to one page – 8 ½” x 11”) explaining concept and design and how artist proposes to approach this project (one page maximum).
2. Completed Application form (attached), including:
 - a. Examples of artwork image
 - b. Contact information for two professional references with artist’s name at the top
 - c. Budget
3. Five (5) images illustrating examples of your best works (.pdf format). It is suggested that these pieces have relevance to public commissions. Each piece of documentation must be clearly identified with the artist’s name, title of work, size, installation location if appropriate, and numbered to correspond with an attached annotated list. DO NOT provide website addresses or links directing the Selection Committee to examples of your work. It is the responsibility of each Artist to select the five (5) works which best illustrate their capabilities.
4. Current resume detailing your experience as an artist and any past public art projects (please, no more than three pages). NOTE: Additional support materials may be submitted that relate to the artist’s past public art experience.
5. 3-D scale model using the template provided. Please note: A scale model depicting the finished artwork as accurately as possible IS REQUIRED for all submittals.

Artists may submit up to three design proposals. A statement and scale model for each design must be submitted.

APPLICATION DEADLINE:

**Applications with 3-D models must be received by Friday, July 8, 2011.
Late and incomplete submissions will not be considered.**

INFORMATION/QUESTIONS:

Questions related to this proposal may be directed to:

Great Falls Business Improvement District

(406) 727-5430

Email: info@greatfallsbid.com Subject: TSB Project

DISCLOSURE:

The Great Falls Business Improvement District reserves the right at any time to supplement, amend or otherwise modify this solicitation and to request additional or supplemental information or proposals from any or all participating artists. In addition, the BID reserves the right to accept or reject, at any time prior to commissioning of a work, any or all proposals or any part thereof submitted in connection with this solicitation; to waive any defect or technicality; and to advertise for new proposals where the acceptance, rejection waiver, or advertisement would be in the best interest of the BID. The BID also reserves the right to negotiate unacceptable provisions incorporated within an otherwise acceptable proposal. A proposal which is incomplete, unclear, conditional or which contains irregularities of any kind, may be rejected without evaluation.

Failure to comply with proposal requirements described in the prospectus will constitute an invalid application.

APPLICATION
Great Falls Business Improvement District
Traffic Signal Box Art Project

NAME: _____

ADDRESS: _____

PHONE: _____ ALT PHONE: _____ FAX: _____

EMAIL: _____

IMAGE IDENTIFICATION (five examples of your most representative works):

Complete this chart for image identification. Be sure to write the same number/title on your image.

TITLE	MEDIUM	SIZE	DATE COMPLETED
1.			
2.			
3.			
4.			
5.			

PROFESSIONAL ART REFERNCES

NAME	TELEPHONE	EMAIL
1.		
2.		

BUDGET: \$1,000 award for large TSBs; \$700 award for small TSBs.

Site Preparation (Primer/Paint/Undercoat/Clear Coat, etc.) Golden Artists Colors, Smith Paints, Cure & Seal	\$
Insurance	\$
Vinyl (if used)	\$
Vinyl Installation (if used)	\$
TOTAL	\$

CHECKLIST:

Artists must submit the following information electronically. Application materials may be emailed to:

info@greatfallsbid.com (Great Falls Business Improvement District) Subject: TSB Project

ALL MODELS MUST BE DELIVERED TO THE BID OFFICE – 13 5th Street North

- Completed Application Form
- Proposal/Project Description
- Current Resume
- Five (5) images illustrating examples of your most representative works
- 3-Dimensional model of your design proposal

DESIGN TEMPLATE
Great Falls Business Improvement District
Traffic Signal Box Art Project

This is a diagram of a typical utility box showing four sides and the top. Use this template as a guide to create your scale model in your chosen material (e.g., paper, cardboard, foam core, etc.). Your 3-dimensional model should measure a minimum of 12" in height. Replicate your design in all artistic aspects (e.g., hue, intensity, etc.) to accurately represent the finished artwork. Note: Actual utility boxes vary in size and shape. Please be prepared to adjust your artwork to fit the box you are assigned.

