

Call for Artists – Festival Square and 7th Street Vinyl Wraps

In partnership with the City of Lethbridge Public Art Program, Opportunity Lethbridge is seeking artists to design artworks to be used to vinyl wrap utility boxes located around Festival Square. The boxes to be wrapped are a variety of sizes and shapes. Artists will be commissioned to provide designs for the vinyl wraps but will not be responsible for fabrication and installation of the wraps. This work will be completed by City of Lethbridge contractors. Artists selected to produce a design will be required to participate in a workshop with a project graphic designer in advance of executing their design. Specific utility boxes will be assigned to artists at the workshop and information on requirements for modifying designs so they are compatible with the wrapping process will be provided. This opportunity may see one or multiple artists selected to create the three designs.

Program Background

The City of Lethbridge Public Art Program successfully completed the Utility Box Vinyl Wrapping Pilot in 2022. Utility box wrapping provides opportunities to artists at all stages of their career and creates a striking visual impact for pedestrian and vehicular traffic. Creating a sense of place, these pieces are temporary artworks with a life span of 3 to 5 years. Wrapping utility boxes not only improves the aesthetic of the environment but also improves the lifespan of the boxes and acts as a graffiti deterrent.

Site

Festival Square is a recent addition to Lethbridge's vibrant downtown. Designed to facilitate casual gathering in the downtown core, Festival Square features a performance stage, overhead lighting, and seating for a variety of events. Launched officially in 2022, it was used for the Downtown Farmer's Market, concerts, community viewing of sporting events, games, a temporary ice rink and much more.

Eligibility

The competition is open to local artists of all ages, at all levels of their practice.

Project Considerations

Artists should consider the following when contemplating their design concept:

- Designs should contribute to the visual vibrancy of the streetscape while respecting the character of the site. Designs should also be easily modified to suit the three box templates.
- Designs should appeal to a broad audience, contain appropriate content, and should reflect one of the following thematic considerations:
 - o Urban Vibrancy
 - o Place and Connection
 - o Creativity and Play
- Designs should discourage graffiti by having limited negative space.
- Designs cannot contain traffic signs, traffic signals, or images that would confuse or distract drivers.
- Advertising of any type is not permitted.
- Designs will be visible to pedestrian and vehicle traffic and should be engaging from multiple angles.
- All designs will need to incorporate the required utility box safety stickers.

Artists must be aware that their work is in the public domain and is subject to vandalism. Efforts to minimize vandalism efforts will be taken, but damaged artwork that cannot be repaired may be removed prematurely.

Project Budget

Selected artists will receive an artist fee of \$500 per utility box.

Project Timeline

Proposal Advertising: May 23, 2023

Proposal Submission Deadline: June 30, 2023, 4:30pm local time

Workshop: July 2023; Date to be determined with selected artists

Final Design Submitted: August 7, 2023

Installation: Fall 2023

Evaluation Process

Based on the nature of the Pilot project, we anticipate that the application process will be competitive.

The selection committee will review all compliant applications and will select artists based on:

- Strength of proposed design concept (50%)
- Strength of past work (25%)
- Previous artistic experience (25%)

Submission Process

Interested artists are asked to submit:

- Current CV or an outline of artistic interests and activities, including email and contact information.
- Letter of Interest that outlines your interest in participating in this project and a brief description of your proposed design. Design concept should not exceed one page, 500 words and include the following information:
 - o Thematic considerations in connection with the project considerations
 - o Design content and approach to creating the design (style/media)
 - o Indication of colour palette
- Five images of current or past work in PDF format labelled with the following information:
 - o Title
 - o Date
 - o Size or Duration
 - o Materials

Artists are welcome to submit more than one design concept. If the designs work together and are to be considered as a single submission, please submit all three in one package. If artists are submitting multiple concepts to be considered independently, please submit concepts in separate packages. All materials must be submitted in one PDF file. Multiple files (per submission) will not be accepted.

Applications should be emailed to publicart@artslethbridge.org. Please include "Festival Square Project" in the subject heading. Only electronic submissions will be accepted.

Application deadline: June 30, 2023 at 4:30pm local time



Location 1: Corner of 3rd Ave S and 7th Street S, Northeast corner
Near Casa Arts Centre

Approximate Dimensions: 73" (h) x 18.5" (w) x 30" (l)

Note: Top of box will not be wrapped



Location 2: Southeast corner of 3rd Ave S and 6th Street
Near Cookie Crimes and Pita Pit
Approximate dimensions: 47" (h) x 27" (w) x 36" (l)



Location 3: Festival Square, along 6th Street S
Near Once Upon a Bride and The Telegraph
Approximate Dimensions: 38.5" (h) x 8" (w) x 17.5" (l)

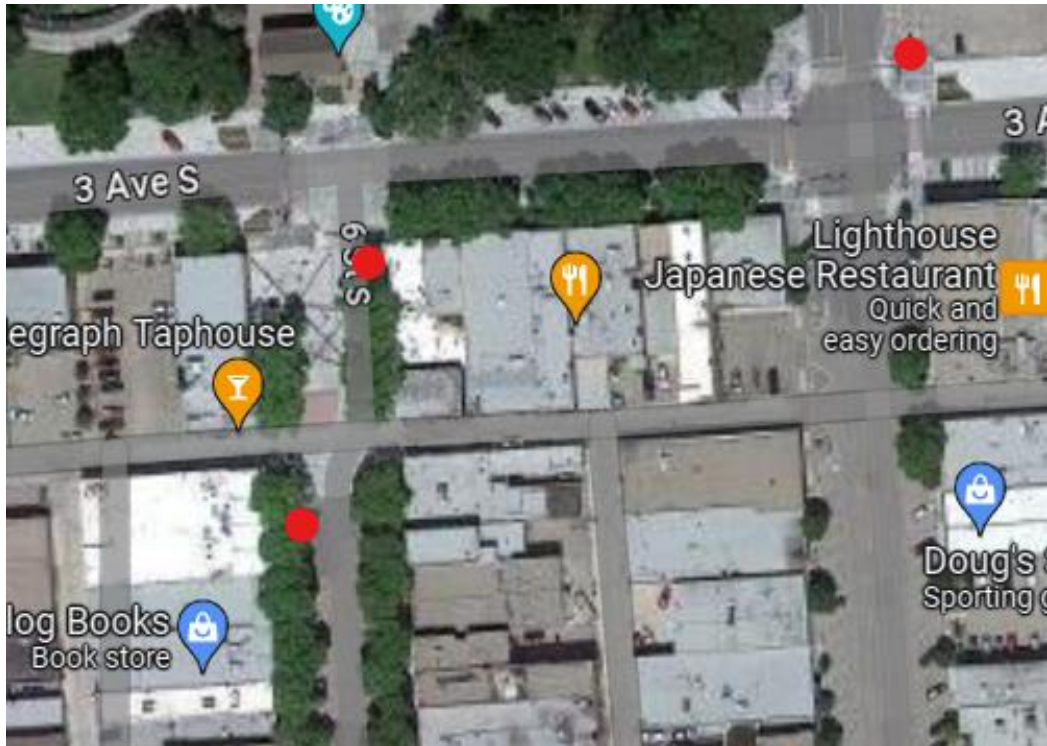


Image: Approximate locations of boxes

Selected artists will be required to sign the following Artist Release Form; it is not required as part of the submission process.

Artist Release Form: Festival Square and 7th Street Vinyl Wraps

This document sets forth the terms and conditions under which the named Artist:

Name: _____ hereinafter known as "Artist"

Address: _____

City: _____ Province: _____ Postal Code: _____

Title of Work: _____ ("entitled artwork")

shall allow the City of Lethbridge (the "City") to use and/or display the entitled artwork stated above on City-owned utility equipment. The Artist, by signing below, expressly agrees to and accepts the following conditions:

1. The Artist agrees that the consent given below for the entitled artwork, shall remain in place for a period of five years from the date of execution of this Artist Release Form. The City makes no guarantee that the entitled artwork will be displayed for a specific duration.
2. The Artist consents and expressly grants a non-exclusive license enabling the City to display reproductions of the entitled artwork on City-owned utility equipment. The Artist also agrees that photographs, film or other reproductions may be taken and/or made of the entitled artwork by the City to be used for non-commercial purposes.
3. The Artist represents and warrants that their work is original to them and does not infringe upon or violate the intellectual property rights of any other party.
4. The Artist agrees to indemnify and save harmless the City from and against any and all losses and third-party claims which the City may incur directly or indirectly arising from a claim that the entitled artwork infringes the intellectual property rights of any third party.

I, the Artist, hereby declare that I have read the foregoing Artist Release Form and that in consideration of the privilege of displaying the entitled artwork, I hereby agree to and accept all of the terms and conditions stated herein, and further acknowledge that I am free to seek independent legal advice prior to signing below.

*Signature of Artist: _____ Date: _____

Print Name of Artist: _____

* IMPORTANT: If the Artist is under the age of 18, this Artist Release Form must be signed by the Artist's legal guardian.