

Call for Artists 2022

Utility Box Art Display Program



Background:

The Utility Box Art Display Program was initiated by the Town of Orangeville in 2016 with an objective of enhancing the community's public places through the installation of high-quality public artwork. Twenty-five utility boxes are now part of this growing collection. In 2022, up to three utility boxes will be added to the program through this Call for Artists.

The objective of the Call for Artists is to promote the talent of local artists and enhance their connection with the community. Public artwork can function as a form of communication to an audience in transit throughout the Town with the goal of creating a vibrant, inclusive, and interesting urban environment.

Call for Artists:

Artists residing in Dufferin County are invited to submit their original designs using direction provided. Successful artist submissions must be innovative in design, foster community pride, strive to counteract graffiti vandalism, and contribute to a sense of identity for residents and businesses.

Eligibility Criteria:

- Artist applicants must reside in Dufferin County.
- Artist applicants must be at least 18 years old.
- Town of Orangeville employees and members of the Town of Orangeville Cultural Plan Task Force are not eligible to apply.

Design Considerations:

Art for the three locations will be selected with consideration to scale, form, content and message, vibrancy, and design relative to the location. Bright, bold colours are encouraged as they often enhance the visibility of the artwork.

Artwork must be submitted by location. Artists are encouraged to consider how their submission is relevant to the context of the selected location.

Design Criteria:

Please refer to the template document that is provided for each location. Links are provided on page two of this document.

The first page of the template document is the Artist Layout and **must be used to submit design concept(s)**. The second page includes dimensions and is for reference only. **Please review carefully to ensure the correct template is submitted for the selected location.**

Please do not amend the template page(s). Simply overlay the concept design onto the Artist Layout template as appropriate. Please ensure that the artwork extends to the green line in all directions. The overlaid version is used during jurying to visualize how the design will look when installed.

Two versions of the design concept are required as part of the submission:

- **A standalone copy of the design concept**
- **A copy of the design concept overlaid onto the location's specific Artist Layout template**

Please be aware that some changes to the design may be required to accommodate individual site requirements. Design proposals must cover the entire template.

Designs must **not** contain:

- any representations of traffic lights, signs, or signals;
- advertisement or promotion for any business, product, or viewpoint;
- vulgar, profane, offensive, negative, or insensitive images or writing;
- any breach of intellectual property, trademarks, brands, or images of illegal activity;
- any attachment of any object(s) to the box.

All designs will be subjected to Town of Orangeville review and approval. Artists should understand that the finished works will be on functioning equipment that may need repair or replacing at some point in time. The Town therefore cannot guarantee the duration of exhibition on each utility box. Artists must accept the risk that their artwork may be damaged, altered, or removed at any time after completion.

Artist Fees and Requirements:

Successful artists will receive a \$750.00 fee for the design of their work.

Selected artists will be required to complete and sign an agreement as part of their submission. The Town of Orangeville reserves the right to alter, edit, modify, adapt, reproduce and/or illustrate the artwork for any use, including promotional purposes.

Selected artists will be required to provide full quality, print-ready .jpg or .tiff files of the artwork at their own expense within two weeks of being notified. Artists whose works have been selected for display will be notified by June 17, 2022. Artwork will be professionally installed using a high-quality vinyl wrap.

Locations and Requirements:

The locations and requirements for the proposed 2022 installations are outlined below. **Each location has its own template. Follow the link to view the specific template for each location.**

Location	Themes and Requirements
Kay Cee Gardens box Template 1	Open theme: Designs should fit the character of Orangeville. Themes may include nature, local history, or celebration of arts and culture. Art will be selected with consideration to scale, form, content, and visibility. Artists are encouraged to consider how their design is relevant to the context of the selected location.
Riddell Road and Centennial Road Template 2	
Broadway and C Line Template 2	

Jurying:

Artwork will be selected by a team of jurors assembled by the Town of Orangeville. Submitted artwork will be evaluated using the following criteria:

- Fulfillment of eligibility and design criteria
- Artistic excellence, both as a standalone image and as an installed piece of art
- Appropriateness of content and design relative to the location
- Quality, visibility, and clarity of image

The Town reserves the right to reject any or all submissions. Although submissions will be juried by location, the jury reserves the right to select the most appropriate final location for selected artwork.

Submission Requirements:

Submit online at <https://forms.orangeville.ca/2022-Call-for-Artists-Submissions> by completing the online form and uploading required documents.

- Design concept (maximum 1 page) outlining how the proposed artwork fits within the objective of the Call for Artists and enhances the community
- Artist biography and/or resume (maximum 2 pages)
- Standalone image of the design concept (minimum resolution of 800 pixels on the shortest side)
- Artist Layout template with design concept overlaid, using the correct template for the selected location(s)
- Submission of all requirements by **noon on Thursday, May 19, 2021.**

Although online submissions are preferred, email submissions will also be accepted. Please use subject line **Call for Artists 2022** and attach all requirements listed above. Email to Katrina Lemire at klemire@orangeville.ca by 12 p.m. on Friday, May 19, 2021.