



“STREET ART”

SAN CLEMENTE UTILITY BOX ART PROGRAM

CALL FOR ARTISTS PUBLIC ART

Artist honorarium: \$500 + supply voucher

Deadline to Submit: 5 p.m. on February 29, 2012

The City of San Clemente and the San Clemente Art Association are delighted to announce a public art and utility box beautification project, known as Street Art. The City has selected five traffic controller boxes to be used as “canvases” for original pieces of art depicting San Clemente unique culture and history.

We are looking for an artist, or team of artists, to create art on one of the five traffic control boxes. Each selected artist or team of artists will receive a \$500 honorarium as well as a supply voucher for up to \$200.

Interested artists are invited to submit one application and up to 3 conceptual renderings no later than 5:00 p.m. on February 29, 2012. Applications must be submitted electronically to ParrettB@san-clemente.org. Applications received after said time will not be considered.

Applications submitted in response to this call will be reviewed by a jury consisting of artists, art professionals, neighbors, and community representatives. The jury will review all complete, eligible applications received by the deadline.

The application may be obtained for free on the City’s website:

www.san-clemente.org/streetartinfo or by emailing your request to Breanna Parrett at ParrettB@san-clemente.org.

Additional information may be obtained by contacting Amber Gregg, Associate Planner, at 949.361.6196 or at GreggA@san-clemente.org.

Project Description

The City of San Clemente in collaboration with the San Clemente Art Association invite artists to apply for a public art project to create art on utility boxes located throughout the City. The goal of the project is to use utility boxes as “canvases” for original pieces of art as well as contribute to the vitality and attractiveness of the City. Not only will this project improve the “curb appeal” of one of the most attractive, interesting and historic coastal communities in America, but it will also give artists an opportunity to add their personal touch to the City’s public art collection.

Dimensions of the utility boxes are generally 55” high, 44” wide and 26” deep. Art should cover all exposed sides; including the top. Utility boxes will be cleaned, sanded and primed by the City prior to artist painting.

Placement

5 utility boxes within the City have been selected for the “Street Art” program; see attached map (Exhibit C).

Theme/Guidelines

Below are a few examples of acceptable themes that reflect the character of San Clemente.

- Nature
- Local history
- Surf culture
- Artwork may also be relevant to the specific location of the Utility Box (San Clemente High School, Business Park, Art Supply, Los Molinos Business District, Elementary School, etc.)

Media and Material Guidelines

- Artwork must be original and may not contain advertising, religious art, sexual content, negative imagery or convey political partisanship.
- Vinyl wraps of “digitally enhanced works” are not permitted.
- Artists must use the following materials:
 - PAINT TYPE: premium high solids 100% acrylic latex waterborne exterior wall and trim paint; low sheen, eggshell or satin finish; minimum 1.5 mil dry thickness per coat.
 - PAINT PRODUCTS (in recommended order): 1) Sherwin Williams: Accolade Exterior Acrylic Latex, Satin 2) Pratt and Lambert: Accolade Exterior Acrylic Latex, Eggshell 3) Benjamin Moore: Aura Exterior Acrylic Latex #634 Low Lustre 4) Frazee #126 Mirro Glide Low Sheen Acrylic Latex 5) Kelly Moore #1245 Acry-Shield Acrylic Latex Low Sheen

- ☀ Utility box size may vary; selected artists must be willing to adjust designs to the box assigned. Typical size is provided below. A diagram depicting the layout is also provided later in this application.

<i>Height (in.)</i>	<i>Width (in.)</i>	<i>Depth (in.)</i>
55	44	26

Artist Eligibility

The competition is open to artists, a team of artists or community groups with a designated lead artist who has the vision and skills required to complete the project to the highest standards of innovation and technical expertise. Artists should carefully read the description of the project and decide if the project is suitable to their interest, capabilities and experience.

Budget

The honorarium for each utility box is \$500. In addition, artists may apply for a supply voucher for up to \$200 (receipts are required). The budgeted amount is all-inclusive and must cover every cost incurred by the artist in the course of designing and installing the artwork.

Selection Process & Criteria*

Applications submitted will be reviewed by City staff and a selection committee (jury). The jury will review all complete, eligible applications received by the deadline. If the number of qualifying applications does not meet the number needed; City staff and/or the Council may decide to reopen the selection process.

Criteria used to select artists will be:

- ☀ Evaluation of artistic excellence
- ☀ Appropriateness of scale, form, content and design relative to the site
- ☀ Relationship to the social, cultural and/or historical identity of the site
- ☀ Experience in working on comparable projects

**The City reserves the right to refuse all entries.*

Proposed Timeline And Award Schedule

- ☀ Call For Artists Release January 13, 2012
- ☀ Application Deadline February 29, 2012
- ☀ Artist selection announced (week of) March 26, 2012
- ☀ Finalists Reception and Orientation April 2, 2012 (*MANDATORY for all selected artists*)
- ☀ April 2-16, 2012 Artist design and preparation time
- ☀ April 16-30, 2012 paint boxes. All work and clean up must be complete by April 30, 2012

**The proposed timeline is subject to change*

Application Procedure

Artists or artist teams wishing to be considered must submit the following materials:

Application

Completed application listing name, contact information of artist/artist team and all information requested. (Exhibit A).

Digital Images of Prior Work

Up to 5 images of past work to be submitted with application.

Conceptual Rendering(s)

Each applicant can submit up to 3 conceptual renderings using the template provided (Exhibit B). Renderings must be in full color and depict the finished artwork as accurately as possible. Renderings must be submitted in pdf format. Renderings not selected will be returned via e-mail.

Materials must be submitted electronically to ParrettB@san-clemente.org.
Hard copy submission will not be accepted.

Submission Address & Deadline

Artists may submit ONLY one (1) application for this project. Each application may have three proposed renderings. All application materials must be received no later than February 29, 2012 at 5 p.m. Incomplete or late submittals will not be considered.

Legal & Insurance Requirements

Artists that are awarded contracts for this project will be required to comply with the City's insurance and liability requirements.