



Office of Economic Development
Civic Arts Program

PUBLIC ART OPPORTUNITY
CALL FOR ARTISTS
DUE BY November 15, 2013
REQUEST FOR PORTFOLIOS



**Berkeley Utility Box Art Program:
STREETS ALIVE!**

This project is a unique public-private partnership between the City of Berkeley's Civic Arts Commission and the Earth Island Institute to provide placement of art in Berkeley.

Receive a \$400 stipend if you are selected!

ELIGIBILITY

Any artist from Alameda County, with strong preference given to Berkeley-based artists.

LOCATION

Streets Alive is working on implementing a project to place art on dozens of utility boxes in the City of Berkeley. **This specific call includes targeted opportunities in South Berkeley (Sacramento and Adeline Streets) and Telegraph Ave.**

PROJECT DESCRIPTION

The goal of Streets Alive! is to place artistic treatments on identified utility boxes. Themes include, but are not limited to:

- Sacramento Street
 - Sustainability
- Adeline Street/ the Lorin District
 - Arts and Theatre
 - Farmers Market
 - Food and Eats
 - Diverse Cultures
- Telegraph Avenue
 - "Yesterday, Today and Tomorrow on Telegraph Avenue"

If artists are selected for this program they will be assigned a specific box and a specific theme depending on the location of the box.

ADDITIONAL PROJECT DETAILS

The Street Alive! project will work to match artists with interested sponsors until all sponsored boxes have artistic treatments. This call may be re-circulated at a later date. **6 boxes on Telegraph, Adeline and Alcatraz are sponsored by the Office of Economic Development/Civic Arts Commission/Civic Arts Program/City of Berkeley.**

WORK REQUESTED

For this Call for Artists' Portfolios we are requesting the following items:

- Portfolio examples of previous work. 3-7 examples of past work will be accepted. Files can be sent as hardcopies or digitally on a CD.

Once artists are selected into the portfolio, they may be re-selected by a person or organization sponsoring a utility box. They will then be asked to submit a design for a four-sided utility box and asked to follow guidelines on the Streets Alive! website. Boxes are oriented vertically and applicants should become familiar with the box locations and sizes for reference.

PROJECT TIMELINE*

Please note this is a call for portfolios. Portfolios will be used to gain additional sponsors for the project. If your portfolio is chosen by a sponsor and you are commissioned to design a box, a new timeline will be circulated relating to the approval and installation process.

- **Portfolios Accepted (emailed or postmarked) through Nov. 15, 2013**
- If you are selected as an artist into the Streets Alive! Portfolio, you will be notified within two months of your submission.
- Artists selected to be in the Streets Alive! Portfolio will be matched with interested sponsors for commission.
- Acceptance into the Portfolio does not guarantee a commission

*This is an estimated timeline and may be substantially revised to reflect changes based upon the availability of funding.

This agreement is entered into by and between the Earth Island Institute and the City of Berkeley.

The City of Berkeley and the Earth Island Institute reserve the right to not award any contracts for this project.

This Call for Artists does not constitute an agreement to fund artworks for the site described in this call.

GENERAL TERMS

Artwork Specifications

This call is for submission of design ideas to be considered for direct commission.

If you are chosen by a sponsor to implement a Utility Box design, the design criteria will be as follows:

All designs will either be printed onto large polymer stickers that will be adhered to each individual box or directly painted on the box. If you are selected for a direct commission you will work on a specific box that will have specific measurements and requirements. Where indicated, some boxes may have locks and control panels that will have to remain free of any art image. Any medium that can be scanned and digitally printed can be used for the printed image: paint, watercolor, photographs, and collage are some examples. Designs have to be done to scale of the box and must be able to be scanned at high resolution and printed. All artwork must include the 4 sides of the box, excluding the top and bottom, although you may include the top. All art designs must leave a band 6 inches tall at the bottom or top of the box for project identification, which will affect the scale of the design rendering. Again, if an artist is chosen for a commission information will be provided with specific measurements and site considerations. In certain cases the art will be painted directly on the box.

Budget specifications

There will be no financial compensation for the submission of previous works or design ideas.

Artists whose designs are selected for implementation will receive a stipend of \$400 for the creation of a final design and sign a contract with the Earth Island Institute assigning all rights of use and ownership to the City of Berkeley and the Earth Island Institute. Stipends will not be paid until final designs are approved by the City of Berkeley's Civic Arts Commission and files are submitted by the artist ready to print. If selected, specifics related to file submission will be provided to the artist. Printing, installation and graffiti coating will be provided.

Selection Criteria

Artwork is selected on its aesthetic merits. Art will be chosen with appropriate regard for the nature of the space and the audience. This gallery addresses the viewer directly in the public right of way. Art must exhibit consideration for viewers' sensitivities to violence, sexual expression, and negative portrayals of diverse populations.

Artists will be selected to develop design proposals based on:

- Artistic merit
- Preferences of Individual Sponsors
- Appropriateness of the artist's medium, style, and previous experience in relation to the project goals and setting
- In the case of a direct commission, the artist's willingness to work directly with a sponsor to create a design based on the theme "Sustainability"

The Visual Arts Selection Panel will be formed following the City of Berkeley's Public Arts process. All approvals for particular designs will go through a Visual Arts Selections panel of the Berkeley Civic Arts Commission and final approval will be given by a vote of the full Civic Arts Commission.

Acceptance of Proposals

The Civic Arts Commission and the Earth Island Institute reserve the right to reject all design proposals.

Model Policy

In the event that you are asked to develop a model of your proposal, the following policy shall apply. The Civic Arts Commission shall:

1. At its sole discretion, have the unconditional right to own any model selected for evaluation, as part of commission awards or may, alternatively, choose to retain all such models until completion and approval of project implementation.
2. Require that all proposals and/or models submitted are original and unique.

All artists of all ethnicities and genders are encouraged to apply.

All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change.

For further information about these public art projects, please contact:

Christina Monzer
Streets Alive! Program Coordinator
christina@earthisland.org
510-859-9153

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Streets Alive!
Earth Island Institute
2150 Allston Way, Suite 460
Berkeley, CA 94704

Ariana Katovich
Streets Alive! Director
ariana@earthisland.org
510-859-9154

Mary Ann Merker
Civic Arts Coordinator, City of Berkeley
(510) 981-7533
mmerker@ci.berkeley.ca.us

For more information on the project,
examples of successfully installed utility boxes,
and answers to "Frequently Asked Questions"
please go to: <http://www.earthisland.org/streetsalive>



#BERK _____
For office use only

A. Name(s) _____

Address _____

City & State _____ Zip _____

Phone _____ FAX _____ Email _____

Website address _____

B. Submitting for the project:

Streets Alive! Utility Box Project (Please select all that apply below)

- Sacramento Street - Sustainability
- Adeline Street/ the Lorin District - Arts and Theatre, Farmers Market, Food and Eats, Diverse Cultures
- Telegraph Avenue - Yesterday, Today and Tomorrow on Telegraph Avenue
- No location preference

C. Application checklist

To apply, please submit the following:

- 3 – 7 digital or printed samples of previous work
- A self-addressed, correctly sized and stamped envelope for the return of slides and other materials, if necessary
- OPTIONAL: One or two relevant printed materials such as catalogues, articles, bio, etc. that might assist the selection panel in understanding applicant's work

Artists that are commissioned to provide a design will need to submit:

- Artist's statement of interest, briefly noting relevant past experience, conceptual approach for design and materials, and other information you wish to highlight about your work and career (1 page maximum)
- A sketch of proposed idea
- Resume (two pages maximum)
- Names, addresses and phone numbers of three (3) professional references

Incomplete or incorrectly assembled applications may not be accepted. Regretfully, the Civic Arts Commission, City of Berkeley Staff, and/or the Earth Island Institute cannot be responsible for lost, missing or damaged materials. The Civic Arts Commission will endeavor to return the originals of application materials to the applicants following the selection. **Submit materials to:**

streetsalive@earthisland.org

or

**Streets Alive!
Earth Island Institute
2150 Allston Way, Suite 460
Berkeley CA 94704**