



PUBLIC ART OPPORTUNITY  
**CALL FOR ARTISTS**  
DUE BY January 19, 2016  
REQUEST FOR PORTFOLIOS



## **San Leandro Utility Box Art Program**

### **ATHEN B. GALLERY and STREETS ALIVE!**

This project is a public-private partnership between the City of San Leandro and Athen B. Gallery to provide placement of art on traffic control boxes within the streets of San Leandro.

#### **ELIGIBILITY**

Any artist from Alameda County is eligible.  
Preference will be given to those based in San Leandro.

#### **PROJECT DESCRIPTION**

The goal of Streets Alive! is to place artistic treatments on identified utility boxes throughout the City of San Leandro.

***Artists selected for this program will be assigned a specific box and location.***

#### **PROJECT TIMELINE**

*Please note that this is a call for portfolios, which will be used to select artists for commission. Submission of portfolio does not guarantee a commission.*

- January 19: Portfolio submissions are due
- March 1 (or earlier): Selected artists will be notified
- Following the selection of artists, a new timeline for approval and installation will be distributed

#### **WORK REQUESTED**

For this Call for Artists' Portfolios, the following items are requested:

- Portfolio examples of previous work. 3-5 examples of past work will be accepted. Files must be sent digitally in email or mailed on a CD.

Selected artists will be asked to submit a design for a four-sided utility box and follow the guidelines provided on the Streets Alive! website: [www.earthisland.org/streetsalive](http://www.earthisland.org/streetsalive)

**This Call for Artists does not constitute an agreement to fund artworks and for further information on the project, examples of successfully installed utility boxes and answers to “Frequently Asked Questions” please visit: [www.earthisland.org/streetsalive](http://www.earthisland.org/streetsalive)**

## **GENERAL TERMS**

### **Artwork Specifications**

**The criteria for selected designs will be as follows:**

Many designs will be printed onto large 3-M polymer stickers that will be adhered to a utility box. Artists selected for direct commission will work on a specific box with specific measurements and requirements. Where indicated, some boxes may have locks and control panels that will need to remain free of any art image. Any medium that can be scanned and digitally reproduced can be used for the printed image. Paint, watercolor, photographs, and collage are some examples. Designs must be made to the scale of the box and have the capability of being scanned and printed at high resolution. All artwork must include the four sides of the box. The top may also be included. 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, selected artists will be provided information with specific measurements and site considerations.

Additional boxes will be painted directly onto the box by the artist. Please specify whether you would like your artwork to be digitally reproduced and wrapped onto the box or whether you can complete your work in a ‘live painting’ format.

### **Budget Specifications**

**There will be no financial compensation for the submission of previously conceived or completed works or design ideas.**

Artists whose designs are selected for implementation will receive a stipend of \$500.00 for the creation of a final design and sign a contract with the Athen B. Gallery assigning all rights of use and ownership to the City of San Leandro. Stipends will not be paid until final designs are approved by the City of San Leandro and files are submitted by the artist ready to print or paint. 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 exhibition of art 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
- Appropriateness of the artist’s medium, style, and previous experience in relation to the

project goals and setting

**All final approvals for will be made by the City of San Leandro.**

## **Acceptance of Proposals**

**The City of San Leandro and the Athen B. Gallery reserve the right to reject design proposals.**

## **Model Policy**

In the event that you are asked to develop a model of your proposal, the following policy shall apply. The City of San Leandro and Athen B. Gallery shall:

1. At their sole discretion, have the unconditional right to ownership of 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, ages and genders are encouraged to apply.**

**No information contained herein constitutes either an expressed or implied contract. These provisions are subject to change.**

Upon request, documents may be made available in a format accessible to persons with disabilities. If you need special accommodations due to physical disabilities or need translation services, please contact the City Clerk's Office at 510-577-3351, TDD (510) 577-3343.

當需求，本市可提供適當格式的文件給殘疾人士應用。如果您因肢體傷殘而需要特別安排或如您需要翻譯服務，請電 (510) 577-3351，聆聽障礙者電TDD (510)577-3343，與本市書記處聯絡。

Si lo pide, los documentos podrán entregarse en un formato accesible a personas con discapacidad. Si requiere acomodos especiales debido a discapacidad física o necesita servicios de traducción, por favor póngase en contacto con la Oficina del City Clerk en el 510-577-3351, TDD (510) 577-3343.

**ARTIST CONSENT FORM FOR SUBMISSION:**

By submitting artwork for this contest, the applicant, \_\_\_\_\_ authorizes and consents to the use of his/her name, photograph, and likeness by the Athen B. Gallery, and the City of San Leandro without reservation or limitation. The applicant assigns to the Athen B. Gallery, and the City of San Leandro all rights, title and interest, including copyright, in and to any and all artwork, and they irrevocably authorize the Athen B. Gallery, and the City of San Leandro, its officers, agents, and employees without limitation to reproduce, copy, exhibit, publish or distribute, in any medium, current or later developed, any and all such photographs for the purposes of reviewing and approving design submissions.

By his/her submission, the applicant hereby indemnifies and holds harmless Athen B. Gallery, and the City of San Leandro, its officers, agents, and employees from any and all claims and demands arising out of or in connection with the use of said artwork, including but not limited to any and all claims for invasion of privacy, defamation or infringement of copyright. This authorization and consent shall be binding upon the individual's heir, successors, licensees, agents and assigns, and shall be governed by the laws of the State of California.

The applicant warrants that the submitted design is original artwork created by the applicant and does not infringe upon any copyrights, nor is it subject to any third party infringements.

Athen B. Gallery and the City of San Leandro reserve the right to use all submitted artwork on its website and in printed informational materials.

Athen B. Gallery and the City of San Leandro reserve the right to deem artwork inappropriate and/or ineligible for competition. Failure to follow the guidelines and/or falsification of information on the entry form will result in immediate disqualification.

By submitting art, the applicant hereby grants Athen B. Gallery and the City of San Leandro a non-exclusive, international, royalty exempt, perpetual license to:

- Reproduce said art and associated textual description (in whole or in part) in print, electronic, and other media for the limited purpose of reviewing and approving your submission.
- Modify art for sizing, transmission, or distribution without prior or additional consent.
- Use the artist's name, likeness and biographical information in connection with the art being submitted.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

# STREETS ALIVE! SUBMISSION FORM



A. Name(s) \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_  
Website address \_\_\_\_\_

B. **Application checklist**

**To apply, you must submit the following:**

- 3-5 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
- Signed Consent Form
- Artist's statement of interest, briefly noting relevant past experience, conceptual approach and materials, and other information you wish to highlight about your work/career (1pg max)
  
- OPTIONAL: One or two relevant printed materials such as catalogues or articles
- OPTIONAL: A sketch and/or design concept of utility box design

Incomplete or incorrectly assembled applications may not be accepted. Regretfully, the City of San Leandro Staff, and/or the Streets Alive! cannot be responsible for lost, missing or damaged materials. The Streets Alive! will endeavor to return the originals of application materials to the applicants following the selection. **Submit materials to:**

**ATHEN B. GALLERY /Streets Alive!**  
[sorell@athenbgallery.com](mailto:sorell@athenbgallery.com)  
510.565.0130  
1525 Webster St.  
Oakland, CA 94612