

Call for Artists

Public Art – Traffic Signal Box Wraps



CITY OF --- WEST LAFAYETTE

REDEVELOPMENT COMMISSION

Release Date: November 1, 2018

Deadline for Proposals: December 15, 2018 – 11:59 p.m. (EST)

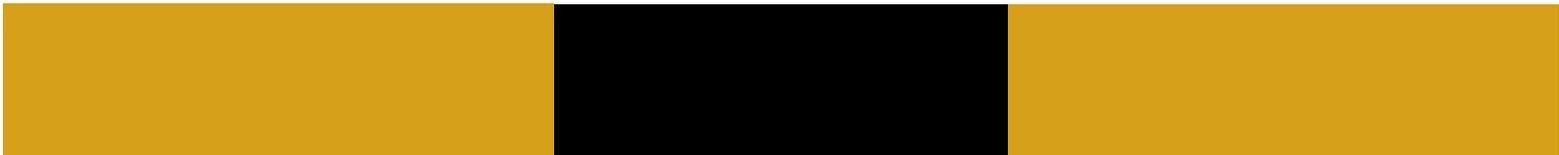
Notification of Award: By January 31, 2019

Contact:

Erik A. Carlson
Director of Development,
City of West Lafayette
765-775-5162 (Direct Line)
ecarlson@wl.in.gov

Contents

About Us	1
Project Overview.....	1
Photo Considerations.....	1
Boxes and Locations.....	2
Submittal Requirements	4
Format.....	4
Selection Process	4
Policies	4
Award	4
Submission Schedule.....	4
Examples of Signal Boxes that Inspired this Project	5



About Us

The City of West Lafayette's public art program, administered through its Public Arts Team (PAT), is undertaking a public art project that will promote and celebrate our numerous opportunities for adventure and enjoyment in the outdoors.

West Lafayette is home to 42,010 permanent residents. More than 54 nationalities live in the City, creating a rich cosmopolitan flavor that offers cultural events and opportunities found in cities twice our size. Annually, Global Fest celebrates a wide range of cultural traditions from Africa, the Americas, Europe, Asia and the Middle East. West Lafayette's diversity is impacted by Purdue's international population. A total of 9,303 students from abroad, representing 127 countries and 925 international faculty and staff representing 63 nations, claim Purdue University as their home.

Project Overview

The PAT has selected the utility boxes at the intersections of Salisbury Street with Navajo Street, Kent Avenue, Cumberland Avenue, and Kalberer Road. We seek a photographer or photographers to create photo concepts for the boxes. The West Lafayette Public Art Selection Group will select the winning photos based upon artistic merit, implementation feasibility, appropriateness to public placement, and the photographer's experience. Each submitted photo will be reviewed independently by the Selection Group, unless the photographer specifies that a subset of his or her photos are thematic and should be reviewed together. The PAT will then work with the selected photographer(s) to finish the concept and have the work recreated on the boxes by a professional company.

Photo Considerations

- Should draw inspiration from the beautiful outdoor scenery and multitude of activities connected to the outdoors available in West Lafayette.
- Should be relatable, original, and respectful of diverse community users.
- Should be eye-catching and created in consideration of their eventual reproduction on boxes that can be seen by passerby traveling at an average 30 mph; the photos should contain one primary subject or focus (see below for examples).

Note: While some of the example photos featured on page 6 are only displayed on one side of their respective boxes, PAT is interested in covering an entire box with a single photo.

Boxes and Locations



Box at the intersection of Salisbury and Navajo



Box at the intersection of Salisbury and Kent



Box at the intersection of Salisbury and Cumberland



Box at the intersection of Salisbury and Kalberer

Submittal Requirements

(please follow this order)

- Completed and signed application form (on page 7);
- Resume/curriculum vitae;
- A brief written statement about your interpretation of the project
- Briefly explain your tie to Purdue and/or West Lafayette;
- Up to 10 photos that could be featured on a traffic signal box; .JPEG format, maximum size of 10 mg per photo – Saved on to Thumb Drive or a link to an FTP site
- Other required documents at end of the Call for Artist

Format

All documents should be emailed to jzuchkov@wl.in.gov, no later than December 15, 2018. **Documents received following that date and time will not be considered.** The subject line of the email should read “Response: Public Arts Team – Request for Proposals.”

Selection Process

Photographer’s qualifications will be juried by the West Lafayette Public Arts Team and the Public Arts Selection Group. Photographer(s) selected for the project will be notified by the end of January, if not sooner. The selected photographer(s) will be invited to participate in the dedication of the installation in the spring/summer.

Policies

The photographer retains ownership of submitted photo concepts until a selection has been made and a contract signed. The work of the selected designer may be used by the City and the PAT for the installation and related marketing. The PAT reserves the right to accept or reject any submissions and may elect not to proceed with any submissions.

Award

The selected photographer(s) will receive \$250 per traffic box, up to \$1,000 if the same artist is selected for all four. Payment will be provided upon delivery of the final photo(s).

Submission Schedule

All proposals are due by December 15, 2018 at 11:59 p.m. (EST) and should be emailed to Julia Zuchkov at jzuchkov@wl.in.gov:

Examples of Signal Boxes that Inspired this Project



**City of West Lafayette –
Traffic Signal Boxes Project**
Application Form

Photographer's Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Website _____

Please be sure to submit all materials requested in the Call for Artists document.

Certification

I certify that all photos and any other work submitted with this application are original conceptions.

Signature Date

This form, and all other required material is due by **December 15, 2018 at 11:59 p.m. EDT** and should be submitted to Julia Zuchkov at jzuchkov@wl.in.gov: