

## MEMORANDUM

January 16, 2015

TO: Artists of all ages and abilities

FROM: Integrated Graffiti Management Program

SUBJECT: Call for Artists - WEBIA Utility Box Wraps

The City of Vancouver's Integrated Graffiti Management Program is looking for up to five artists to create a wrap design to be reproduced and applied to utility boxes in Vancouver's West End. The project is designed to enhance the public realm by adding works of art by local artists to surfaces that are often targeted by vandalism.

When designing the artwork, artists are encouraged to think of the context of the area and involve the community in the design process. The completed wrap will be placed on functioning equipment that may be repaired or replaced without notice. While the City will aim to remove any graffiti or vandalism, deterioration may occur and thus the City cannot guarantee that the art wrap will be restored to its original condition. The City will maintain the ability to relocate or reproduce the wrap on another City asset at any time.

### Artist Responsibilities:

- The selected artists will be responsible for leading the design process which includes, but is not limited to leading the design process, laying out template(s), ensuring that templates are correct, organizing volunteers (if applicable), converting images to appropriate scales and file formats (JPG, TIF, PDF), listing any assistant artists, editing the design to the City's satisfaction, ensuring the design meets the guidelines provided and any other related tasks. The selected incumbents will be required to sign a service contract with the City of Vancouver.

### Artist Fees:

- Artists will be paid a total of \$1,000.00 for an approved wrap design and its ongoing use.
- Submission deadline:** Sunday, February 1, 2015

### Theme:

The design must represent aspects of the West End's defining characteristics below, and must contain an image, inconspicuous or not of a "train," the theme for 2015.



## Wrap Design guidelines:

The incumbent must comply with the following guidelines:

- Artists should be aware that some changes to the design may be required to accommodate site specific requirements. Designs must include all visible sides of the utility box. Upon selecting a proposed design, the City will provide templates for the artist to create the final design.
- Designs must not contain any representations of traffic lights, signs or signals.
- Designs should contain limited or no stylized text or names.
- Designs should limit blank space.
- Designs cannot contain vulgar, profane, offensive, or insensitive images or writing.
- Designs may not include any breach of intellectual property, trademarks, brands, images of illegal activity or involve the attachment of any object(s) to the box.
- Advertisement(s), logos or promotion for any business or product are not permitted.
- Offensive, religious, prejudice or bias content is not permitted.
- Consideration should be given to the fact that the finished artwork(s) will be in the public domain and therefore may be vandalized.
- All designs will be subjected to City of Vancouver review and approval
- An artist may choose to include their signature, name or their website in one location on the wrap that does not exceed more than 3% of side it is located or 72 inches squared, whichever is smaller.

## Application Requirements:

- Artists interested in this opportunity must submit a cover letter and resume that clearly state **“WEBIA WRAP PROJECT”**
- A sketch of the proposed wrap design. This should be one complete image sized to approximately 8<sup>1/2</sup>” by 11”.
- An artist statement briefly explaining the design (1-2 paragraphs)
- Three images of past work labelled with date, location, title and medium

Complete applications can be submitted to:

Nathan Pope  
Integrated Graffiti Management Program  
320-507 West Broadway  
Vancouver, BC, V5Z 0B4  
nathan.pope@vancouver.ca

We thank all applicants, however, only those selected for an interview will be contacted.