



CITY OF YELLOWKNIFE

Transformer Utility Box Public Art Program

The City of Yellowknife is seeking artists with an interest in public art to submit their application for the Transformer Utility Box Public Art Program. This call is for painters and graffiti artists as well as artists who draw, photograph and any other artists working in two dimensional mediums.

Project Goals:

The Transformer Utility Box Public Art Program is designed to use existing assets in a creative way. Working with community artists allows for these street-level artworks to add vibrancy to our cityscape while creating a sense of place and identity. The focus of this year's project is collaboration between artist and neighborhood. Through sidewalk meetings the artists involve residents who live in the vicinity in the decoration of the transformer boxes.

If required, artists will be selected by a project team consisting of representatives from the City of Yellowknife, Northland Utilities and the Yellowknife art community. The following should be considered when decorating transformer boxes:

- Designs must not contain any representations of traffic lights, signs or signals.
- Designs cannot contain advertisement or promotion for any business, product or viewpoint.
- Designs must be created in a manner that will deter graffiti vandalism (ie: little negative space).
- 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.
- Consideration should be given to the fact that the finished artwork will be in the public domain and therefore may be vandalized.
- Artists should understand that the finished works will be on functioning equipment that will need repair or replacing at some point in time. Artists must accept the risk that their artwork may be damaged or removed at any time after completion.
- Artwork is temporary and will not necessarily remain on the utility box for the lifespan of the box.



CITY OF YELLOWKNIFE

Artist Honorarium:

- \$500 for use of artwork / photographs
- \$350 to \$1200 to paint utility boxes (size dependent)

Artists will be provided with all necessary supplies to prepare, resurface and apply a protective coating to the surface.

Payment for use of artwork will be awarded once the selection committee announces successful applicants. Honorarium for the installment of artwork will be made in two payments. 50% once project is approved and 50% after completion and inspection of project.

Schedule:

The anticipated schedule for artist selection and project completion is outlined below. As the project progresses and depending on the nature of the public art component the dates are subject to change:

Project Phase	Date (2018)
Call for Artists Opens	June 14
Call for Artists Closes	June 28
Selection Panel Process	July 3
Artists Contracted	July 3
Sidewalk meetings	Week of July 3
Conceptual drawing submitted	July 22
Project Completed	August 31 (unless special permission is requested)

Submission Deadline:

Deadline for submissions is Monday, June 25, 2018, at 4:00 p.m. MST

Artist(s) are responsible for ensuring that submissions are received by the deadline. No extensions will be granted and late submissions will not be considered. Please read the full call to artists to ensure compliancy with submission requirements. Incomplete submissions will not be considered.

Artwork Submission Requirements:

Do not send any materials not specifically requested (i.e. transparencies, DVDs/videos, etc.) as they will not be reviewed by the selection panel. Submissions must be less than 10MB in size.



CITY OF YELLOWKNIFE

Submissions must contain:

- a) Provide information and describe the following in 600 words maximum:
 - a. Artists' approach to public art and interest in the public art project.
 - b. Artists' experience with and interest in community collaboration
 - c. Artists' background and specialties including which surface application mediums you have expertise working with.
 - d. Availability to address this project.

- b) Contact information:
 - a. Phone
 - b. Email

Please note - No design concept is required at the submission stage as residents' involvement will guide the design process.

Submission Process:

- a) Using the Public Art online form at www.yellowknife.ca; or
- b) Submissions must be sent electronically via email in PDF and JPG format to communications@yellowknife.ca with "Public Art" in the subject line. Complete submission package must be smaller than 10MB.

Selection Process:

If the number of applicants is more than the number of 2018 identified locations, a project team consisting of two City of Yellowknife representatives, one Northland Utility and one visual arts representative will be assembled to review submissions. The project team will assign the location of utility boxes to each successful applicant.

Applications will be evaluated on:

- a) Letter of interest. Stating interest and approach.
- b) Previous work or a conceptual drawing
- c) The City is looking for a diverse range of style, skills and ways of engaging the public. Every effort will be put towards establishing a diverse roster.

Decorating process

Once the 2018 transformer boxes are assigned, a sidewalk meeting will be planned with the artist and the residents who live in the vicinity of the utility box. At this sidewalk meeting, the artists will consult and work with the public to develop a conceptual drawing for the decoration of the utility box. The City of Yellowknife will assist with communicating the time of the sidewalk meeting to residents. Based on this collaboration, the artist will develop and submit a digital copy of conceptual work represented on three (length, width, height) or four sides (top/aerial) for review by the project team.



CITY OF YELLOWKNIFE

Transformer & Traffic Light Control Box Layout:



47"x58"x61" height



68"x29"x59" height



30"x17"x54" height

Evaluation Matrix:

Submissions will be evaluated as per the following tables.

Evaluation Criteria	Weight	Rating	Score
Letter of Interest. Stated interest and approach.	20		
Conceptual drawing (to be further developed in collaboration with public) and/or past artwork	20		
MAXIMUM POSSIBLE TOTAL SCORE			/40

The evaluation will be based on a 0 to 10 scale.

Working with the City

Artists will be contracted through a standard Letter of Contract.



CITY OF YELLOWKNIFE

Copyright

The artwork copyright will remain with the artist. The City, by means of an honorarium paid to the artist, is provided permission to use the artwork as applied and for digital and print promotional purposes.

Cancellation and The City's Right to terminate a Contract

The City may, at any time during the term of a contract, upon giving 30 days notice to the successful artist(s), terminate a contract. Further, The City in its sole discretion may terminate the agreement for reasons including but not limited to unethical or criminal activities immediately upon written notice.

Questions and Clarification

Email: communications@yellowknife.ca

Phone: 867.920.5600

Web: www.yellowknife.ca