



Request for Proposal
Statements of Qualifications and Proposals
for Public Art Program Activities

Utility Box Painting Project

1. Background

In Downtown Westfield, there is a movement to incorporate more art as part of economic development. Westfield on Weekends (WOW), a local non-profit, is part of this plan alongside the City. This project is proudly funded by the Westfield Cultural Council.

In the summer of 2018, two utility boxes were painted in the Elm Street corridor, and this program seeks to expand the pilot to include three new boxes as part of Westfield's 350th Celebration.

The purpose of this project is to create public art, accessible to residents and visitors, regardless of income or social stature, and define the downtown.

2. To this end, regarding public art activity

Westfield on Weekends is requesting Statements of Qualification and Proposals/Applications from artists to design and paint selected utility boxes.

3. Program Details

WOW is looking for artwork that evokes a sense of engagement and community set against the backdrop of underutilized industrial structures. The painted boxes would bring light to and animate the Westfield downtown landscape. All painting will occur on the day of the 350th Celebration, in conjunction with Run Westfield.

The theme artists are asked to be inspired by is Westfield's 350th Birthday.

Proposed Schedule:

Applications Due: Monday, April 22 by 5 PM

Artists Notified: Friday, April 26

Prep by WOW: Week of May 13-17

Paint by Artists: Saturday, May 18, ~ 9 AM – 1 PM (non-negotiable date)

Painted Box Specifications: The Utility Box program is designed to encourage community engagement and beautify the neighborhood. The artwork must be suitable for viewing by all ages and will be reviewed prior to selection.

The following design guidelines must be adhered to in all applications:

- The artwork included on the application must closely resemble the art to be painted on the box.
- Proposed artwork cannot contain copyrighted or trademarked images, brand names, or work copied from another source.
- All mediums will be considered including, but not limited to: spray paint, acrylic paint, and vinyl applications. Geometric and simple color/shape design is encouraged.
- Boxes may vary in shape and size, and artists should anticipate slightly altering their design to accommodate this variation.
- The design of the box should be simple enough to complete within a four-hour timeframe to respect the artists time. Stipend has been designed to remunerate a four-hour project.

The following logistical guidelines should be considered also:

- Boxes have handles, hinges, locks, control panels, and meters that must remain free from any art image.
- When painting the box, it should be done in a manner so that no moisture gets inside the box through any cracks or vents. Vents should also not be covered so as to not restrict airflow.
- While painting, artists must pay attention to not impede pedestrian traffic or create trip hazards.
- Each box will contain a WOW logo sticker, placement to be determined between the director and artist.
- Images of selected artwork will be used in WOW publicity campaigns and marketing, with credit given to the artist wherever possible.

Two sample utility box renderings are below. Images of similar utility box rehab projects may be found by searching “Beyond the Box” in Glendale, CA or “Paintbox” in Boston, MA.

4. Artist Submission and Selection Process

Interested artists must submit an Application/Proposal, attached.

The program is open to all artists, but Westfield applicants may be given preference. Submissions will be reviewed by WOW and partners, using the criteria as follows: evaluation of artistic excellence and originality, creative and innovative concepts relating to the space, and appropriate regard for audience.

Artist stipend is \$400 paid via invoice to WOW upon completion of the work. A \$100 paint and supplies stipend will be provided with receipts. Artists are expected to provide their own brushes.

5. To Apply

- Your submission must contain one hard copy each of both a fully completed statement of qualifications and proposal application.
- Submit or have postmarked by 5:00 PM, Monday, April 22.
- Submit to: Westfield on Weekends, 105 Elm Street , PO Box 154, Westfield, MA 01085
OR email to Morgan Drewniany at the email address provided below.

**Any questions may be submitted to the
Project director, Morgan Drewniany at
413.454.1195 or morgandrewniany@gmail.com**



Request for Proposal

Artist Statement of Qualifications

Utility Box Painting Project

Thank you for your interest in Westfield on Weekend's Utility Box Painting Project. You should fill out this form, and attach up to ten pages including this page for your Statement of Qualifications.

1. Contact Information

Name: _____

Address: _____

Telephone: _____

Email: _____

2. Narrative and Samples of Work

If you have ever custom painted a utility box, painted a mural, or participated in a community mural project, please tell us where! If you have images of your public artwork, please include them with this application.

3. Proposal of Design

Please provide a color rendering of your proposed design. You may use the example DOT utility box layout provided in the informational section. This may be presented in an 8 ½ x 11 printed format or in a PDF or JPEG format.

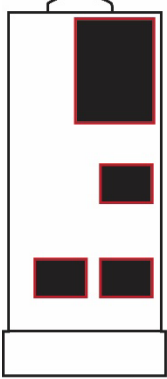
4. Your artist statement

Please include in this statement (up to two pages)

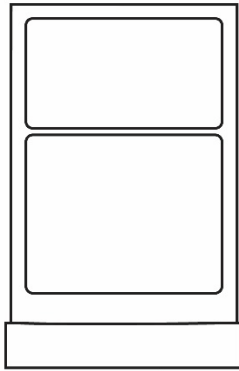
- A title of your design
- A description of the design
- A narrative about how your artwork addresses this area and specific project.

Sample Renderings of Utility Boxes:

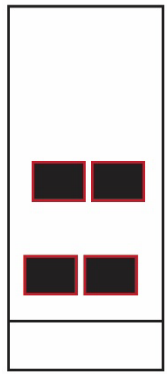
Bridge/Sterns Square Template Top 19" X 30"



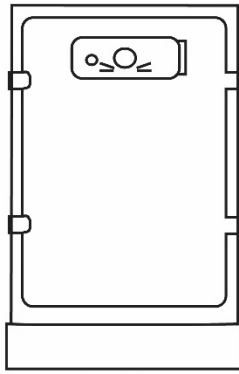
19" w X 45" h



30" w X 45" h



19" w X 45" h

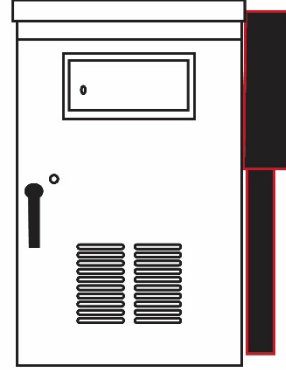


30" w X 45" h

Worthington/Sterns Square Template Top 14" X 28"



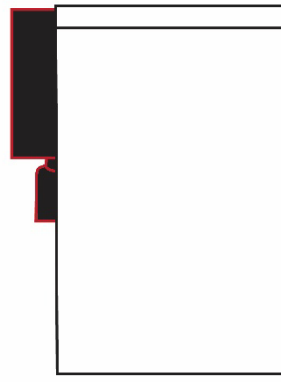
14" w X 45" h



28" w X 45" h



14" w X 45" h



28" w X 45" h