

# Think Outside the Box

## CALL FOR ENTRIES

*Help Beautify Manchester's Downtown*



*Image: Traffic Signal Box at Granite and Elm*

### Project Overview:

This is a call for entries for designs to paint select traffic signal boxes in Manchester's downtown. The goals of this pilot project are to:

- 1) Beautify the city by infusing art, color, and creativity into the urban landscape
- 2) Add to the vitality and attractiveness of the downtown core while deterring graffiti
- 3) Highlight and celebrate local artists

### Artist Eligibility:

- ☐ This is open to any resident of New Hampshire – professionals, amateurs, teams, pairs, groups, institutions, or organizations. We would like to have the broadest possible reach in hopes of acquiring the highest level of talent and imagination for this project.
- ☐ Manchester City residents are highly encouraged to apply

### Artist Benefits:

Artists benefit from free exposure in Downtown Manchester. Some other advantages include:

- ☐ **\$300 artist stipend:** Stipend will be awarded to selected artists, given that the artists adhere to all rules and requirements of the agreement. The boxes will be primed for the artist to paint their design on top of and a graffiti-resistant clear coat layer will be painted on by volunteers after the artist is finished. \$100 will be paid upfront for the purchase of materials (artists should use recommended materials for purposes of quality and longevity), \$100 will be paid on completion of painting, and \$100 will be paid after a year based on performance in up keep.
- ☐ Option to display signage to identify artist and project while painting the utility box
- ☐ Artist recognition via your signature on the utility box (no larger than 3" x 5")
- ☐ Notable mention of our artists in press release materials for the project
- ☐ Upon periodic updates, artist name, artwork title, and location of artwork will be included in a public art map.

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- ☐ Plaque recognizing artist and their work on the box itself (Approx. dimensions 5x7").

## Timeline:

**Call for Artists begins:** December 10, 2013

**DEADLINE: March 7, 2014, 9PM. DUE DATE is firm.** All parts of the Application must be submitted to Studio 550 by the due date to be considered. Incomplete submissions will not be reviewed. Applications may be mailed or e-mailed, as long as the complete (including the application fee) is received by the due date.

**Jury Process:** In March the jury will review and then make a selection of 3 designs with 2 backups. Selected Artists will be contacted and announced widely. Please do not call to check on the status of your application.

**PAINTING:** Artists Paint Boxes: (weather dependent) April 2014

**Opening Reception/Ribbon Cutting/Unveiling:** (weather dependent) End of April

## Jurors:

Sara Beaudry, InTown Manchester

Will Stewart, Manchester Chamber of Commerce

Vicki Ferraro, Mayor's Office

Becky O'Neil, Manchester Arts Commission

Pat Long, Member of the Board of Aldermen

Scott Aubertin, First Signs

1 more, TBD

## Jury Facilitator (non-voting member):

Monica Leap, Programs Manager, Studio 550

## Selection Criteria:

Applications will be evaluated on *quality of past work, artistic merit and suitability of proposed design, qualifications, and ability to execute the project (including reference checks).*

- ☐ **Exemplify excellence in urban design and public arts:** Is the image engaging and high quality in concept? Is the image interesting and unique? Does the image work within or play with the box form itself?
- ☐ **Enhance community identity and place:** Is the image meaningful and adaptable to multiple neighborhoods in the City?
- ☐ **Contribute to community vitality:** Does the image draw people passing by on bikes, on foot or in cars? Does the image celebrate the City?
- ☐ **Involve a broad range of people/communities:** Will a broad range of people connect with the image emotionally?
- ☐ **Value artists and artistic process:** Does this image celebrate the range and talent of creative artists living and in the City. Does the image not include any branding or commercial imagery?
- ☐ **Use resources wisely:** Is the Imagery detailed enough to prevent graffiti. Is the design adaptable to a range of box sizes and shapes?

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- ☐ **Qualifications/Ability to Execute:** Is the artist local? Has the artist completed similar projects before? If the artist has not, does their quality of character and track record suggest they will be able to complete this project in a timely, professional manner?

## Design Guidelines:

- ☐ Each applicant may submit up to 3 designs for consideration.
- ☐ Submitted work does not need to be recent or designed specifically for this project. It may be a modification of a previous piece.
- ☐ Subject matter or design style is completely open to the artist.
- ☐ Submitted work must be the artist's 100% original work
- ☐ No branding, advertising or logos (unless that is the artists' signature)
- ☐ Work may be representational, abstract, tromp l'oeil, or otherwise, but preference will be shown to designs that are unique and that respond to the urban context
- ☐ We encourage artists to consider images that play with the 3-dimensional rectangular shape of the boxes.
- ☐ Entries must show a high level of craftsmanship and be a positive reflection of the city
- ☐ Proposals should include the artist's signature as it would appear on the actual box (no larger than 3"x5").
- ☐ Images can include text or poetry, but the artist must have the rights to use this text.
- ☐ Imagery needs to be detailed enough to prevent temptation to graffiti.

## Other Information

- ☐ Artists should avoid dark pallets to prevent boxes from overheating in the sun
- ☐ Images should engage and have a positive impact on passersby on bikes, on foot or cars.
- ☐ All submitted proposals become the property of the City of Manchester.
- ☐ Designs should last a minimum of one year. Artist is responsible for upkeep and maintenance of the design for the first year of installation. Boxes will be covered with a graffiti-resistant clear coat to make maintenance easier.
- ☐ However, these boxes are public property equipment and may require upgrading or need replacing. There is no guarantee of how long the artwork will remain on the boxes. The City has the right to move, remove, or destroy the artwork at any time.
- ☐ Artists' proposals should be based on the dimensions of the enclosed "Electrical Box Diagram" and should include all sides. However, please note the actual box may be a different size and the rear panel on some boxes may not easily accessible (or visible). Some edits may be required to make the design fit properly.
- ☐ Boxes will be assigned to the artist. No special requests are guaranteed.
- ☐ If images of real people are included, the artist must obtain a release from those people for the images to be used in this way.
- ☐ If there are any identifying codes or numbers on the box, they may not be painted over. Artist must also take care in avoiding keyholes, hinges, and other moving parts.

## Submissions will be ineligible if they involve:

- ☐ A breach of intellectual property rights (i.e., somebody else's idea);

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- ☐ Trademarks, brand or business names, logos or copyrighted images;
- ☐ Anything that is harmful to a third party, offensive, or otherwise inappropriate;
- ☐ Collage or gluing anything onto the box.

## Copyright

Artist represents and warrants that the Artist is the author, creator or sole copyright holder of the material submitted to this call for entries and that said material does not and will not infringe upon the proprietary or any intellectual property rights of any other persons or entities.

The City and its assigns shall possess and own a copy of the digital files of the image as well as any photographs or other physical image submitted by the Artist through this project (the "Public Artwork").

The Artist retains all other rights provided through the Copyright Act of 1976, 17 U.S.C. Section 101 et seq. to the Public Artwork.

The Artist also grants to City and its assigns an irrevocable license to post the digital images on the internet and to make two-dimensional designs of the digital images to be used for information and other purposes, such as in brochures, media, publicity and catalogs or other similar non-profit publications. Artist grants to the City the sole discretion to destroy this painting design at the end of their lifespan, when the piece is in disrepair, or when the utility box needs to be replaced or for any other reasons.

All images used by the City and its assigns will credit the Artist and project name. Artists shall indemnify the City and its assigns against any and all claims related to consideration, ownership or use of the digital images.

## INSURANCE

The City will not be liable or responsible for any bodily or personal injury or property damage of any nature that may be suffered by the Artist, its employees, agents or subcontractors in the performance of this Project, except to the extent of any negligence or misconduct on the part of The City.

## MAINTENANCE:

The artist is responsible for keeping the design clean and graffiti-free for the 1<sup>st</sup> year of installation. This is best accomplished through a protective clear coat over the top of the painted design, and regular check up on the piece. In following years, Intown Manchester and the Highway Department will work in tandem to maintain graffiti removal. The box design will be kept up either until the next round of painted boxes is installed or until wear and tear is beyond repair and it will be removed. Provided no unforeseen situations arise, the design will remain on the box for at least 1 year.

**APPLICATION DEADLINE: MARCH 7<sup>th</sup>, 2014**

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Name \_\_\_\_\_ Phone (day) \_\_\_\_\_  
Address \_\_\_\_\_ Phone (eve) \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ Email address \_\_\_\_\_  
Website \_\_\_\_\_

## APPLICATION CHECKLIST

Enclosed are the following submission materials:

- \_\_\_\_\_ a. **Application.** A completed copy of this application completely filled out. The "Description/explanation" of submissions should be a 1-3 sentence statement about the piece saying why you choose to submit this piece, what it means, or how it highlights or compliments the city. You may create your design directly on the "blank box" below.
- \_\_\_\_\_ b. **Up to three designs.** Proposals may also be sent as hard copies or jpegs to [info@550arts.com](mailto:info@550arts.com) labeled "Artist last name, First initial, name of piece" so John Doe submitting a piece titled "Summer Days" would be "DoeJ\_SummerDays.jpeg"
- \_\_\_\_\_ c. **2 images of past work.** May be sent as same format as submissions.
- \_\_\_\_\_ d. **Application Fee:** \$25 made out to "Studio 550" (WAIVED FOR STUDENTS)
- \_\_\_\_\_ e. **Artist Bio.** 1 page maximum
- \_\_\_\_\_ f. **Copies of Signed permission statements,** if required, for media release of subjects.

### Entry 1:

Title: \_\_\_\_\_  
Description/explanation: \_\_\_\_\_  
Media: \_\_\_\_\_

### Entry 2:

Title: \_\_\_\_\_  
Description/explanation: \_\_\_\_\_  
Media: \_\_\_\_\_

### Entry 3:

Title: \_\_\_\_\_  
Description/explanation: \_\_\_\_\_  
Media: \_\_\_\_\_

### Reference 1:

Name: \_\_\_\_\_  
Relation: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

### Reference 2:

Name: \_\_\_\_\_  
Relation: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**Samples of Past Work** (does not have to be public art, just examples of what you do normally):

Title: \_\_\_\_\_ Title: \_\_\_\_\_  
Media: \_\_\_\_\_ Media: \_\_\_\_\_  
Date Completed: \_\_\_\_\_ Date Completed: \_\_\_\_\_

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Please check all the places you saw this show announced.

☐ Hippo      ☐ Email notification (who/which listserv) \_\_\_\_\_  
☐ GoodGood Manchester      Friend (who?) \_\_\_\_\_  
☐ Posted Flyer (where?) \_\_\_\_\_ Website (whose?) \_\_\_\_\_  
☐ Facebook (Whose?) \_\_\_\_\_ Other (please list): \_\_\_\_\_

## AGREEMENT

Submission of my application and images shall constitute my agreement to comply with all the conditions and terms set forth in this call for entries. This application does not guarantee acceptance into this show. I understand that decisions by the jury and the project directors are final. I release and discharge the selection committee and its workers from any and all claims.

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Signature

Printed Name

Date

**No entry accepted without signature and date**

**Deliver your complete submission in one envelope by March 7, 2014 to:**

Think Outside the Box 2014  
Studio 550  
550 Elm Street  
Manchester, NH 03101

**E-Applications and other questions may be sent to:**

Monica Leap at Studio 550: Community Art Center, [info@550arts.com](mailto:info@550arts.com)

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**Artist Name:**  
**Title:**  
**Materials Used:**

**FRONT**

**SIDE**

**BACK**

**SIDE**

**Please use this utility box template to illustrate your design proposal in color. Sketches may be submitted either electronically or on a standard 8.5"x11" sheet of paper.**

**Please note: the dimensions of the template may not accurately represent all utility box dimensions, so the proposed design must be adjustable.**

### From North to South: Bridge and Elm

**INTOWN**  
**MANCHESTER**



# Think Outside the Box

Concord and Elm (1000 Elm Street)  
Hanover and Elm (City Hall)  
Merrimack and Elm (Across from Veteran's Park)  
Granite and Elm



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