



CITY OF YELLOWKNIFE

## **Transformer Utility Box & Street Light Box Public Art Program**

The City of Yellowknife is seeking artists with interest in public art to submit their application for the Transformer Utility Box & Street Light Box Public Art Program. This call is for painters, digital, mosaic 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 & Street Light 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.

Artists are selected by a five person project team consisting of representatives from the City of Yellowknife, Northland Utilities, Yellowknife art community and Yellowknives Dene First Nation. All designs must be pre-approved by the project team prior to installation. The following should be considered prior to submitting a design concept:

- 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.



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**Artist Honorarium:**

\$500 for use of artwork / photographs  
\$500 to \$1000 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. Artists selected for locations incorporating vinyl wrapping are responsible for working with the installer.

Payment for use of artwork will be awarded once the selection committee announces successful applicants. Honorarium for 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:

<b>Project Phase</b>	<b>Date (2016)</b>
Call for Artists Opens	April 29
Call for Artists Closes	May 31
Selection Panel Process	June
Artists Contracted	June 17
Project Completed	August 15 (unless special permission is requested)

**Submission Deadline:**

**Deadline for submissions is Tuesday, May 31, 2016, 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.

**Submissions must contain:**

- a) A digital copy of conceptual work represented on three (length, width, height) or four sides (top/aerial). Themes include but are not limited to:
  - a. Lifestyle
  - b. Iconic Yellowknife images
  - c. Natural Environment
  - d. History
  - e. Diversity
  - f. Reconciliation



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- b) Provide information and describe the following in 600 words maximum:
  - a. Artist(s) approach to public art and interest in the public art project.
  - b. Artist(s) background and specialties including which surface application mediums you have expertise working with.
  - c. Availability to address this project.
- c) Contact information:
  - a. Phone
  - b. Email

### Submission Process:

**A maximum of two submissions per artist per year is allowed.**

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

### Selection Process:

A project team consisting of two City of Yellowknife representatives, one Yellowknives Dene First Nation member, one Northland Utility and one visual arts representative will be assembled to review submissions. The project team determines which utility boxes are selected for artwork and will assign individually to successful applicants.

Applications will be evaluated on:

- a) Letter of interest. Stating interest and approach.
- b) Addressing themes of Lifestyle, History, Natural Environment, Iconic Yellowknife images, Diversity and Reconciliation.

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.

### Transformer & Street Light Box Layout:



47"x58"x61"height



68"x29"x59"height



30"x17"x54"height



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**Evaluation Matrix:**

Submissions will be evaluated as per the following tables.

Evaluation Criteria	Weight	Rating	Score
Letter of Interest. Stated interest and approach.	20		
Addressing themes of Lifestyle, History, Natural Environment, Iconic Yellowknife images, Diversity and Reconciliation	30		
<b>MAXIMUM POSSIBLE TOTAL SCORE</b>			<b>/500</b>

**Submissions will be evaluated and ranked according to the outline below. The evaluation will be based on a 0 to 10 scale.**

Rating	Description
10	Exceeds expectations; Proponent clearly understands the requirements, excellent probability of success.
8	Somewhat exceeds expectations; high probability of success.
6	Meets expectations; Proponent has good understanding of requirements, good probability of success.
4	Somewhat meets expectations; minor weakness or deficiencies, fair probability of success.
2	Does not meet expectations or demonstrate understanding of the requirements, low probability of success.
0	Lack of response or complete misunderstanding of the requirements, no probability of success.



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### **Working with the City**

Artists will be contracted through a standard Letter of Contract.

### **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](mailto:communications@yellowknife.ca)

Phone: 867.920.5600

Web: [www.yellowknife.ca](http://www.yellowknife.ca)