

# Wellesley Electrical Box Art Program!



## Spring 2021

### Statement of Purpose:

Wellesley is home to an active creative community - of working artists, independently owned businesses, state environmental and cultural organizations, and dynamic town government – that host events regularly through the year and positively contributes to our shared physical and social environment.

The Public Art Committee (PAC) works to create opportunities for public art within Wellesley.

In the interest of enhancing the visual experience for residents and visitors to our town, the PAC, working with the Wellesley Police Department, is inviting artists to help transform local traffic signal electric boxes into visual and graphic delights that will provide an entertaining and stimulating experience to passersby. We are pleased to announce the third round of the Electrical Box Art Program (EBAP) that will focus on transforming three electric boxes along Wellesley's most bustling corridors!

**Selected artists for the Electrical Box Art Program (EBAP) will receive a \$1,000 stipend, per location, to cover time, transportation, and supplies.**

### Who Can Participate?

Anyone can apply to paint an electrical box, and invitations will be extended to anyone willing to meet the general requirements of this call for artists.

A general invitation to submit proposals is being issued to the public – both amateur and professional artists – as well as art and educational institutions. We would like to have the broadest possible reach in hopes of acquiring the highest level of talent and imagination for this project. Participants from art education institutions may consist of students, faculty and alumni.

A committee will make selection recommendations, and final approval will be made by the Public Art Committee and Wellesley's Select Board. Electric boxes that have other critical stakeholders may need additional approval.

Artists are welcome to choose one of the three electric boxes selected. Please measure and draw to scale your chosen electric box. Proposals should be based on the dimensions of your electric box and should include all sides of the electric box, including the top of the box

#### Artists' Proposals:

Proposals should include the artist's signature on the proposal as it would appear on the actual electric box. Signatures shall not exceed 2 inches high x 8 inches wide and may include the copyright sign "©" with the date.

All submitted proposals become non-exclusive copyrights of the Wellesley PAC. Wellesley PAC will never use designs submitted by one applicant to commission another artist – unless given explicit approval by the applicant.

#### What Proposals are Eligible?

The Wellesley Public Art Committee acknowledges that everyone relates to their creative forces and respective art influences differently.

The first priority is that the boxes become high quality artworks that enliven the public realm. This can come in many forms and styles.

Proposals should be positive, original, and colorful and may (but are not required to) reflect the following:

- The immediate environment
- The character and culture of the Town of Wellesley
- The history of the area
- Community pride
- Creativity

Proposals should be designed to last a minimum of two years. However, the electric box is public property equipment and may require upgrading or need replacing at any time. There is no guarantee of how long the artwork will remain on an electric box. The Town of Wellesley has the right to move or remove the artwork at any time.

Proposals will be ineligible if they involve:

- A breach of intellectual property rights (i.e. somebody else's idea)
- Trademarks, brand or business names, logos or copyrighted images
- Collage or gluing anything onto the box

#### What About Copyright?

The artist owns the copyright of the artwork created for the electric boxes and may use for portfolio and copyright purposes. The Wellesley PAC may enter into an additional agreement with the artist if commercial products are produced by Wellesley PAC. The artists further agrees to allow the Wellesley PAC and the Town of Wellesley to use the artwork image in any non-commercial way, to promote the EBAP, the PAC, the Town of Wellesley, and any associated events. The EBAP and the Town agree to use all images in a professional manner and will label all images with artist's name attached. In addition, the Town reserves the rights to make and use promotional footage collected for television, web publication, and other media outlets.

#### What Steps are Involved?

Applicants need to mail or deliver a complete proposal so it is received by April 15, 2021. Late submissions will not be reviewed.

1. The selection committee will review the proposals and recommend three artists, one artist for each of the three electric boxes.
2. The PAC and the Town of Wellesley will grant final approval and inform the selected artists.
3. Chosen artists will be announced May 1, 2021.
4. Selected artists will need to sign and return an Artist Contract.

#### Other Useful Information:

1. The Town will have the electric boxes primed and ready at the appropriate time.
2. The anticipated schedule is for electric boxes to be painted during the spring of 2021. Electric box painting must be completed no later than July 31, 2021.
3. The PAC will provide standards as to the types of paint that are allowed based on durability, fading, and ability to hold up in weather.
4. Selected artists must supply their own materials based on PAC standards using the \$1,000 stipend.
5. Electric box concrete bases must be kept clean and free of paint unless approval has been granted by PAC
6. The electric meter on each box will not be painted.
7. The PAC reserves the right to terminate the agreement at any time.

Location of Boxes:

- 1) Washington Street at Forest Street
- 2) Washington Street at Seward Road
- 3) Linden Street at Kingsbury Street

The boxes vary slightly in size but the average dimensions are:

- Front Door: 44" wide by 47" tall
- Sides: 27" wide by 55" tall
- Back: 44" wide by 55" tall



Submission Checklist:

Only complete submissions will be reviewed by the selection committee and must be received by April 15, 2021. Late submissions will not be reviewed.

Please submit the following:

1. Contact Information

Artist name, mailing address, telephone number, and email.

2. Drawing

The proposal should be submitted on your Electric Box Diagram and show all sides and top of the electric box. Include the artist's signature on the proposal.

3. Artwork Information

Name for the artwork and brief description (50 words or less) of the reasons or inspiration behind the proposal. (This information will be used for publicity about the program.)

4. Availability

Artists must be available to paint the electric box assigned to them beginning Spring 2021 and completed by July 31, 2021.

E-mail or Deliver the Submission:

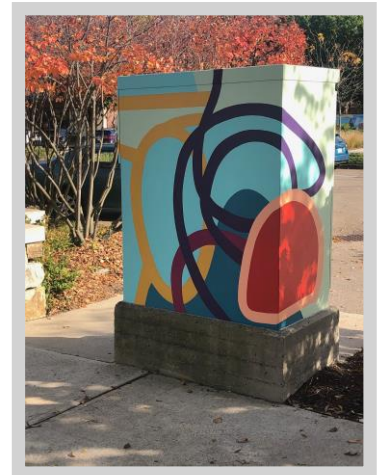
You may e-mail one printed version of the complete submission to:

wellesleycap@gmail.com

or

You may deliver submission to:

Wellesley Police Department  
c/o Chief Jack Pilecki  
485 Washington Street  
Wellesley, MA 02482

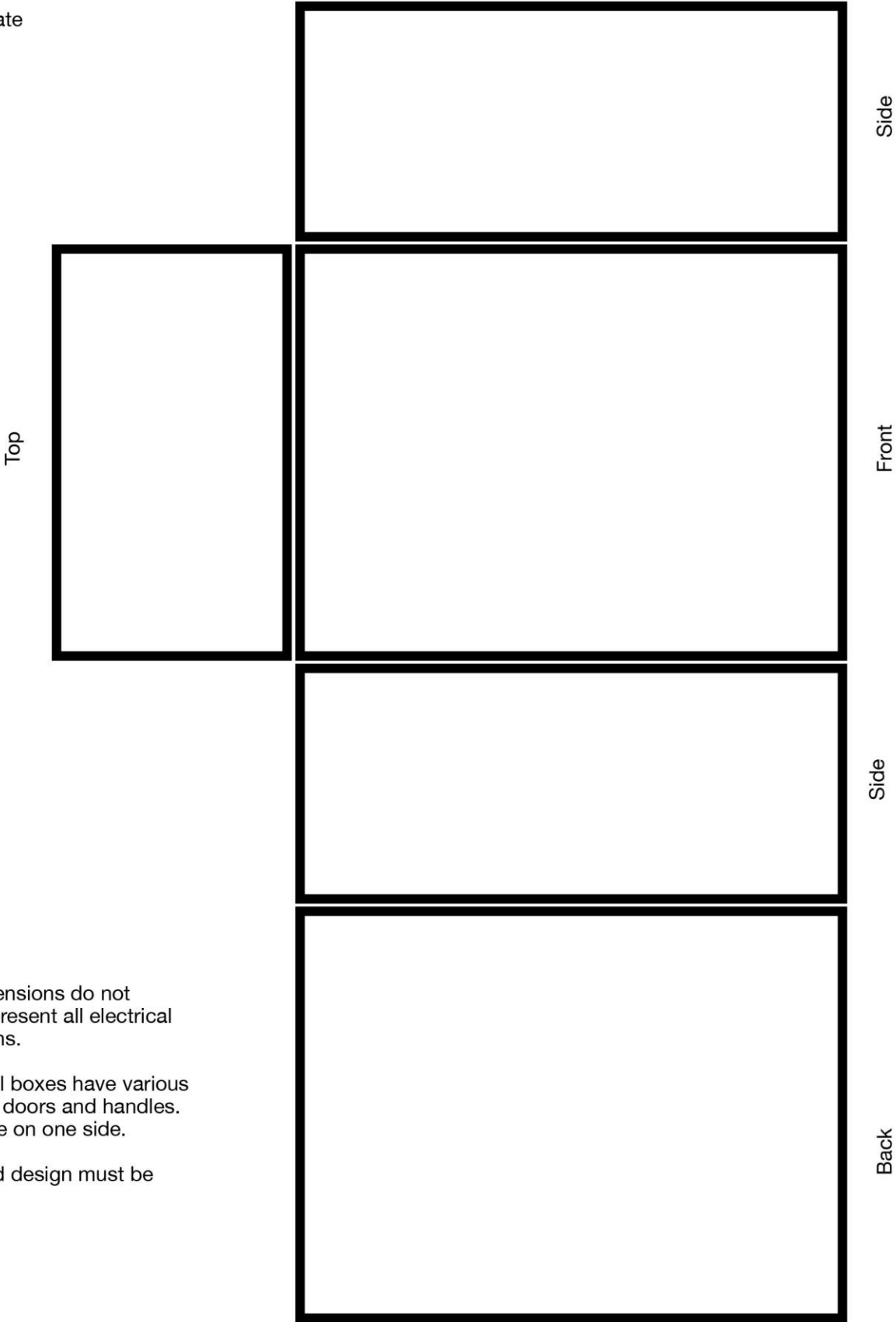


All submissions must be received by April 15, 2021 at 4:00PM to be considered.

If you have any questions concerning this project, please contact Chief Jack Pilecki at 781-235-0062.



Design Template



Template dimensions do not accurately represent all electrical box dimensions.

Most electrical boxes have various vents, seams, doors and handles. Meters may be on one side.

Your proposed design must be adjustable.

Artist Name: \_\_\_\_\_