

# Wellesley Traffic Box Art Program

## Spring 2025



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 boxes into visual and graphic delights that will provide an entertaining and stimulating experience to passersby. We are pleased to announce the ninth round of the Wellesley Traffic Box Art Program (WTBAP) that will focus on transforming three electric boxes along Wellesley's most bustling corridors!

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

The Wellesley Traffic Box Art Program is funded through donations to the Wellesley Police Department. This program has had past support through grants from the Wellesley Cultural Council (a local agency supported by Mass Cultural Council) and the Community Fund for Wellesley (Al Robinson Fund for the Arts).



### **Who Can Participate?**

Anyone can apply to paint a traffic 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. Participant does not have to be a Wellesley resident to apply.

The PAC will make selection recommendations, and final approval will be made by the PAC and Wellesley's Select Board. Traffic boxes that have other critical stakeholders may need additional approval.

Artists are welcome to create a proposal that is broad in scope and can be painted on any of the 3 standard traffic box locations.

Proposals should include all sides of the electric box, including the top of the box. All proposals should be submitted on the traffic box template which can be downloaded from the town website.

### **Traffic Box Locations:**

#### *Standard Individual Traffic Boxes*

1. Weston Road at Hardy Elementary entrance
2. Washington Street at Warren Park entrance
3. Washington Street and Glenn Road

### **Artists' Proposals:**

Proposals should include the artist's signature on the proposal as it would appear at the bottom of the actual traffic 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 PAC 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. Check out the interactive [WTBAP Map](#) to see what previous artists have created.

Proposals should be positive, original, creative, colorful and compliment the site.

Proposals should be designed to last a minimum of two years. However, the traffic 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 a traffic 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 traffic 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 agree to allow the Wellesley PAC and the Town of Wellesley to use the artwork image in any non-commercial way, to promote the WTBAP, the Wellesley PAC, the Town of Wellesley, and any associated events. The WTBAP 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 send electronically, a complete proposal so it is received by May 16, 2025. Late submissions will not be reviewed.

1. The selection committee will review the proposals and recommend one artist for each of the 3 locations.
2. The PAC and the Town of Wellesley will grant final approval and inform the selected artists.
3. Chosen artists will be announced May 30, 2025
4. Selected artists will need to sign and return an Artist Contract.

### **Other Useful Information:**

1. The Town will have the traffic boxes primed and ready at the appropriate time.
2. The anticipated schedule is for traffic boxes to be painted during the months of June, July and August 2025. Traffic box painting must be completed no later than August 31, 2025.
3. Selected artists must supply their own materials based on Wellesley PAC standards using the \$1,000 stipend. The following types/brands of paint have been approved by the Wellesley PAC based on durability, fading, and ability to hold up in weather:
  - Sherwin Williams Resilience Exterior Acrylic Latex, Gloss
  - Benjamin Moore, MoorGlo, Soft Gloss, Exterior Latex Paint
  - Golden Acrylics (be sure to use only "color fast" colors)
4. Traffic box concrete bases must be kept clean and free of paint.
5. The small box that contains the glass meter should be painted, but not the glass electric meter itself.
6. Avoid getting paint into any key hole and on the padlock.
7. The PAC reserves the right to terminate the agreement at any time.

### **Dimensions:**

Standard Traffic Boxes (dimensions vary slightly)

Front/Back: 44" w x 55" h

Sides: 27" w x 55" h

**Submission Checklist:**

- Submissions include BOTH the Spring 2025 Application Form AND at the Traffic Box Design Template. Only complete submissions will be reviewed by the selection committee.
- Submissions must be completed electronically.
- Electronic applicants should be made using this link [Spring 2025 Online Application Form](#) and [Traffic Box Design Template](#)
- All submissions must be received by May 16, 2025. Late submissions will not be reviewed.
- Artwork should include the artist's signature on the artwork proposal.
- jpeg files must be labeled correctly with applicants full name as shown below:
  - **first name\_last name\_SPRING2025**
- All selected artists must be available to paint the traffic box assigned to them beginning June 1, 2025 and completed project by August 31, 2025.

All submissions must be received by May 16, 2025 at 4:00PM to be considered.

Questions please contact Jack Pilecki at 781-727-9902

# **Wellesley Traffic Box Art Program**

## **Application Form - Spring 2025**

### Contact Information

artist name:

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mailing address:

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telephone number:

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email:

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artist website address (if applicable):

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artist social media handle (if applicable):

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Would you like to be considered for future submissions if your proposal is not chosen for this round?   Yes    No

## Proposal Information

artist name:

title of artwork:

description of the reasons or inspiration behind the proposal (50 words or less):

(this information will be used for publicity about the program and on the public Traffic Box Map on located on the town website)

# Traffic Box Design Template

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

**Template dimensions  
do not accurately  
represent all traffic box  
dimensions.**

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

**Your proposal design  
must be adjustable.**



