



CALL TO ARTISTS City of Thunder Bay Public Art Program 2021

TRAFFIC BOX ART PROJECT-Call to Artists Reference # CTA202101

SUBMISSION INSTRUCTIONS: Please submit your application using the [online application process](#).

NOTE: Links to external document sharing sites will not be accepted. Submission materials must be included in your online application via attachment in .pdf format with support material in .jpg format through the online application process.

Submissions that do not comply with these requirements may not be considered.

Please contact culture@thunderbay.ca prior to the deadline if you require special accommodations or assistance with the submission requirements.

Please note the above reference number and ensure that all your submitted documents make reference to this.

SUBMISSION DEADLINE: Thursday, July 8, 2021, by 12pm

Contents

- 1.0 Introduction and Background 3
- 2.0 Invitation to Artists & Eligibility 3
 - Eligibility 3
- 3.0 Theme and Statement 3
- 4.0 Project Specifications 4
 - Measurements 4
 - Design Considerations 4
 - Examples 5

5.0 Design Finalization – Roles & Responsibilities	5
Copyright.....	6
Budget.....	6
Timeline	7
6.0 Selection Requirements, Selection Process and Criteria	7
Submission Requirements	7
Submission Check-list.....	7
Pre-Screening	9
Final Selection & Criteria.....	9
7.0 Further Information	10
By submitting an online application the artist/artists agree to the following regarding this Public Art Opportunity:.....	10
INFORMATION FOR ALL PROPONENTS (ARTISTS)	10
RIGHTS RESERVED BY THE CITY	11
LATE SUBMISSIONS	11
SUBMISSION DEADLINE.....	11
Appendix A	12
Template for City of Thunder Bay Traffic Signal Boxes	12
Sample Traffic box	12

1.0 Introduction and Background

The City of Thunder Bay is pleased to offer this public art opportunity for artists, or artist-teams, to create artwork that will be displayed on the exterior of a City of Thunder Bay Traffic signal boxes.

The Public Art Program has collaborated with the City's Engineering Division to wrap up to 12 City traffic signal boxes in graphic vinyl wraps designed by local artists. These artworks will be selected through open competition to become wraps that will be repeated at least twice each (up to six designs will be chosen).

Project funding is provided by the City of Thunder Bay and the Clean Green and Beautiful Committee. Other funders may be included in the project prior to finalization. Please note that logos may need to be added to your design prior to final acceptance of artwork.

2.0 Invitation to Artists & Eligibility

Artists and artist teams are invited to submit a proposal for visual artwork to go on the exterior of our city's traffic signal boxes, located in high pedestrian traffic areas throughout the City. Approved artwork will be printed on adhesive-backed vinyl and applied to the exterior of the traffic boxes. The boxes will bring colour and art to these areas and creatively engage pedestrian commuters and onlookers alike. Wraps may be removed at any time at the discretion of the City and depending on condition.

Eligibility

Applicants must live/work/attend school in the City of Thunder Bay. Applicants who currently reside outside of Thunder Bay, but who have lived in Thunder Bay for at least 10 years and/or artists who can demonstrate that Thunder Bay has played a direct role in their success are also eligible to apply. Emerging and more established artists are both welcome to apply. Previous experience doing similar public projects will be considered an asset.

3.0 Theme and Statement

Applicants are welcome to propose their own concepts and can choose their own theme however the submission should:

- Be an original design that is respectful and suitable for all audiences
- Showcase color, design, technique and creativity

During the online application process you will need to transfer (cut and paste) a typed cover letter/statement briefly explaining who you are, your design and theme.

- The statement must explain how the proposed design relates to your chosen theme.
 - Include details about how this opportunity inspires you, the connection between your work and this project and what perspective you bring to the project.
 - If submitting multiple pieces, clearly indicate which piece you are talking about
 - For teams: explain your collaborations and how you intend to work together on this project. Please do not exceed 1000 words.

4.0 Project Specifications

- A maximum of two (2) concepts are permitted per proposal. The conceptual drawings do not have to be in print-ready format at this time, however proposals should contain enough visual support material to clearly communicate the artistic vision.
- Artists should note that there are a variety of boxes to be wrapped but all of the boxes will have 1 hinged door, vents at front, door handle, key hole and the key elements of the design should avoid these areas.
- Designs must not contain any representation of traffic signage, lights or signals
- Please note that designs that incorporate colour are strongly preferred.
- Illustration, drawings, paintings, prints, photography, photos of three dimensional works (ex. ceramics, glass, sculpture), collage and other computer generated images are permitted. Stock images/stock photos are not acceptable.
- The written word may be incorporated. If this includes a language other than English, a translation of the text into English must be provided in the application package.
- Please note that the successful artists will need to provide print-ready graphics within two weeks of being notified that they have been awarded the project.
- Please note, artists are not responsible for the fabrication or installation of the vinyl.
 - Fabrication and installation will be managed by the City of Thunder Bay via external contractor.
- All selected artists will be required to sign a Contract, including Indemnity and Release of Liability Waiver

Measurements

- Diagrams and measurements of the traffic signal box wraps are included in Appendix A. All images submitted to this call should maintain the proportions shown in the diagram (114.9 cm x 66.04 cm x 114.9cm x 66.04 cm). Accurate measurements of the boxes will be issued to the successful artist upon acceptance of their proposal.

Design Considerations

- In the creation of designs, please carefully consider the sample template provided (Appendix A)
- Designs should conform to the shape of the attached template but note that the actual size of traffic boxes may vary.
 - Once selected, artists should be prepared to coordinate with Public Art Coordinator to finalize the design.
- When preparing your design, do not include central design elements on the top/lid of the box as it may not be fully visible (but still incorporate it into your design)
- Please note that panels may not continue in a clean fashion around edges and corners. Some boxes will have vents, folds, screws, and handles in unique locations and will have holes cut to accommodate those features.
- Provide a suggested location within your design for the placement of funder logos. Logos will be supplied the successful artists for incorporation into final design.
- All logos should be vector based in Illustrator and placed over any background images
- All type should be converted to outlines in Illustrator
- Do not place type in Photoshop or build it in a raster link
- Type/logos may have to be moved prior to print to accommodate obstacles
- Avoid vector based effects (dropshadows, blurs, gradients etc.) as they may not print accurately
- Do not build crop marks in the file

Do not place multiple pieces of art on one page and do not place different pieces on individual layers

- Place multiple pieces on their own page or in individual files
- Remove all unused colours and text boxes
- Remove unused objects from the pasteboard
- Do not use a text box in place of an object box or shape
- Do not cover objects on the pasteboard with a white box to hide them
- Crop the image, paste inside a box, or use a clipping mask

Examples:



Figure 1: Toby Anderson <https://reginadowntown.ca/trafficboxart/>



Figure 2: Sandra Knoss <https://reginadowntown.ca/trafficboxart/>

5.0 Design Finalization – Roles & Responsibilities

- Artists are responsible for providing the City with high quality vector based digital files of their Artwork by the deadline to be communicated by the City.
- Printing and installation is not the responsibility of the artist and will be done by a contractor retained by the City.
- A contract will be extended to the selected artist(s) outlining the responsibilities of both parties.
- The selected artist(s)/ artist team will have the opportunity to create a finalized, detailed design for the City's approval.
- The original format of the finalized design (e.g., Painting, digital print) may be purchased by the City and integrated into the public art collection. This cost must be reflected in the artist's budget as a separate, optional, line.

Copyright

The City of Thunder Bay will purchase the rights to reproduce the selected artist(s) Artwork to install it on the City Traffic Signal boxes.

In addition to all submission requirements outlined in this Call to Artists, the selected artists are required to consent to the following copyright terms:

Ownership of the selected Artwork(s), in digital and printed forms, will vest in the City upon final written acceptance of the finalized design(s) by the City.

The artist warrants that they are the owner of the copyright in and to the Artwork(s) and have not transferred the copyright to a third Party.

Copyright in the Artwork(s), including the digital image(s), will be transferred to the City for the promotional purposes as outlined in this Request for Proposal and additionally, in any manner or medium, in whole or in part, for cataloguing, government publications, insurance, documentation, public relations or other publicity purposes. If the Artwork(s) are reproduced by the City for any of the listed purposes, the City will use reasonable efforts to indicate the name of the Artist(s) in the publication for which the reproduction was created.

Artist(s) may reproduce the Artwork(s) with the City’s prior written approval for publicity purposes only, and if they choose to do so, ownership credit must be given to the City as ‘THE CORPORATION OF THE CITY OF THUNDER BAY’. Despite this, the Artist(s) may include photos of the Artwork(s) in presentations and portfolios evidencing their work without the prior written approval of the City.

The Artist(s) will not reproduce the Artwork(s) for any other client or purchaser.

Budget

The proposed budget for the exterior wrap is **\$1,000**. A budget breakdown must be provided. The City of Thunder Bay is not responsible for any costs incurred by the artist(s) in the Proposal stage. Please copy the below table into a separate document and complete. To submit the completed Budget please save using the following naming format: CTA202101_Budget_YourName.pdf and attach in the allocated place in the online application form.

Budget Item	
Artist Fee	\$
Creation of Artwork ➤ To be provided as a digital file to the City	\$
Copyright fee, as outlined in this document.	\$
Digitization of image to the specifications of the printing company <input type="checkbox"/> Option A: Digitization is to be completed by the artist. Include an estimate for time/labour/expertise and working with City to completion if any adjustments need to be made. <input type="checkbox"/> Option B: Digitization is to be completed by an external consultant. Include an estimate of related costs for hiring the appropriate professional + time required for collaboration and adjustment between artist and consultant.	\$
TOTAL (Max \$1,000)	
Applicable taxes (HST 13%)	

If Applicable: Please provide additional cost for the purchase of finalized, original artwork for the City’s art collection. Artwork must be presented to the City professionally framed, wired, and ready for display.	\$
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Timeline

Call to Artists released-----	Monday June 7 th , 2021
Deadline for Submissions -----	Thursday, July 8, 2021, by 12pm
Selection & Notification to Artists-----	Week of July 12, 2021
Deadline for delivery of print-ready design files to City----	Friday August 5 th , 2021
Printing and Installation of Wraps-----	Completed no later than September 10 th , 2021

6.0 Selection Requirements, Selection Process and Criteria

Submission Requirements

A complete application package must be submitted online by the deadline to be considered. Artists in a team must submit their proposal as one package.

The submission must:

- Indicate the size(s)
- Be appropriate as public art and suitable for a family audience
- Be complete and should comply with the following requirements:
 - All files included in the online submission package should be labeled as follows: CTA202101_Description of file contents_YourName.
 - Submission materials must be in .pdf format with support material in .jpg format. Total combined size of attachments cannot exceed 5MB.
 - **NOTE:** Links to external document sharing sites will not be accepted.

Submissions will be reviewed by a jury of qualified persons, including members of the Public Art Committee. The City reserves the right to accept or reject any and/or all submissions. Artists may be requested to provide additional information. The City reserves the right to negotiate with the selected artist(s). Fax/phone/email submissions **will not** be accepted.

Please contact culture@thunderbay.ca prior to the deadline if you require accommodations or assistance with the submission requirements or an in-person submission is required.

Submission Check-list

Please have the following items ready to upload for your online application:

Submitted Online	Item(s)
<input type="checkbox"/>	PERSONAL INFORMATION FOR ALL APPLICANTS a. Complete: Name, address, postal code, phone / cell, email, fax numbers for artist/each team member, if applicable. b. Note that the online submission indicates that each team member has read and accepted the competition procedures as outlined in this document.
	STATEMENT/COVER LETTER (1 page max)

<input type="checkbox"/>	<ul style="list-style-type: none"> a. The statement must explain how the proposed design relates to your chosen theme. Include details about how this opportunity inspires you, the connection between your work and this project and what perspective you bring to the project. b. If submitting multiple pieces clearly indicate which piece you are talking about c. For teams: explain your collaborations and how you intend to work together on this project. Please do not exceed 1 page
<input type="checkbox"/>	<p>SUBMISSION DRAWINGS / VISUAL MATERIALS (Max 2 images in .jpg)</p> <ul style="list-style-type: none"> a. Depicts the design(s) and gives clarity to the submission/ project description. b. Do not submit original artwork or 3D materials.
<input type="checkbox"/>	<p>BUDGET</p> <ul style="list-style-type: none"> a. Use the included template b. Does not exceed \$1,000 plus applicable taxes per proposed design. c. Includes all applicable taxes (13% HST may apply. Consult Canada Revenue Agency if unsure) d. Please label file as follows: CTA202101_Budget_YourName.pdf
<input type="checkbox"/>	<p>SUPPORT MATERIAL (Max 2 images in .jpg format)</p> <ul style="list-style-type: none"> a. Examples of past work or projects. If possible, should include examples of a similar nature to the work being proposed b. All images must be clearly identified, numbered and detailed on an attached Image Documentation List. c. Artist teams must include examples from each team member d. Please label file as follows: CTA202101_Support Material1_YourName.jpg
<input type="checkbox"/>	<p>IMAGE DOCUMENTATION LIST</p> <ul style="list-style-type: none"> a. Identifies and numbers each image. b. Should identify all artists involved in producing the artwork, i.e. team members. c. Includes: Title, year, materials, approx. dimensions d. Please label file as follows: CTA202101_ImageDocList_YourName.pdf
<input type="checkbox"/>	<p>RESUME / CV</p> <ul style="list-style-type: none"> a. One (1) resume for every artist in the team. b. Please detail training, exhibitions commissions of your artwork, and any other experience relevant to this opportunity. (Previous experience producing public art is not a requirement). c. For multiple artists or teams, please upload all resumes as one PDF file. Maximum 2 pages per artist. d. Accepted file type: PDF. Maximum file size is 1MB. e. Please label file as follows: CTA202101_Resume_YourName

Pre-Screening

All proposals will be pre-screened to ensure completeness and eligibility as per the submission requirements, project specifications, timeline and budget. The City reserves the right to accept or reject any and/or all submissions.

Final Selection & Criteria

Proposals that are deemed complete and eligible will be reviewed by a jury of qualified people, including members of the City of Thunder Bay Public Art Committee, the commissioning body, City administration, and where applicable, members of the local arts community. The jury may invite non-voting technical advisors to assist with the selection process at its discretion. The review will be based on the criteria set out in the following table.

The review is based on:

	Criteria	Maximum
1	Artistic Merit <ul style="list-style-type: none"> • Outstanding potential of the artwork concept(s). • Quality of work, originality, excellence and appropriateness of artistic expression to the family friendly initiative. • Artistic merit and graphic strength of the proposed design • Contribution to the aesthetic and cultural atmosphere of the neighborhood 	20
2	Artist(s) Qualifications and professional experience of the artist(s).	8
3	Compliance to Requirements <ul style="list-style-type: none"> • Demonstrated and assessed ability to successfully execute the project within the provided project specifications, budget and timeline • Appropriateness of subject and concept for a public space • Ability of the design to be translated in large format on a traffic box wrap • Completeness of the application submittal as outlined in this announcement. • Design is scaled appropriately. • All other proposal requirements set forth in the proposal package, i.e. submission requirements. 	12
	Total	40

If applicable, in addition to the proposals submitted, being reviewed and evaluated in accordance with the criteria listed, artists may be requested to provide additional information or address specific requirements not adequately covered in the original proposal. Only selected finalists will be contacted. The decision of the Jury shall be final and without recourse. The City reserves the right to negotiate with the selected artist(s) and/ or to retain an additional contractor to work with the selected artist(s) to refine or create the finalized design.

7.0 Further Information

Leslie Bode, Cultural Development and Public Art Coordinator, Recreation & Culture Division
Email: leslie.bode@thunderbay.ca

The required information will be obtained and a written response will be sent. Where appropriate, an addendum will be issued so that all interested artists may receive the same information. It is the responsibility of the artist to check the City's website for any addenda or updates prior to submitting a proposal.

CITY WEBSITE FOR PUBLIC ART COMPETITIONS: www.thunderbay.ca/calltoartists

ADDITIONAL INFORMATION ABOUT THE PUBLIC ART PROGRAM: www.thunderbay.ca/publicart

By submitting an online application the artist/artists agree to the following regarding this Public Art Opportunity:

Proponent Covenant:

I/we as the undersigned authorized signing officer of the proponent, hereby declare that no person or studio other than the one(s) represented by the signature(s) below, has any interest in this submission. I/we further declare that all statements, schedules and other information provided in this submission are true, complete and accurate in all respects to the best knowledge and belief of the proponent. I/we understand that this may result in the rejection of my/our submission if this declaration is found to be untrue. I/we have received, allowed for and included as part of our submission all issued Addenda.

Submission of a proposal indicates acceptance by the proponent of the conditions contained in this Request for Proposal, unless clearly and specifically noted in the proposal and in any contract between the City and the firm(s) selected.

INFORMATION FOR ALL PROPONENTS (ARTISTS)

- The City has the right to negotiate with the proponent that presents the most attractive proposal.
- Thunder Bay City Council shall have the final authority on all matters regarding this Request for Proposal.

Late proposals WILL NOT be accepted. All equipment/materials specified in this proposal is/are subject to budget approval by Thunder Bay City Council and Budget Funding. Quantities may be adjusted and/or items cancelled based on availability of funding.

All Proposals, including 3-dimensional support materials, submitted to the City of Thunder Bay become the property of the City and, as such, are subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act.

The City will not use/disclose the information provided, without proper authorization, and will keep the information in a physically secure location to which access is given only to staff requiring access.

Copyright of submitted support materials will remain with the artist, save and except for the City's right to reproduce the artwork in any manner or medium, in whole or in part, for cataloguing, government publications, insurance, documentation, public relations or publicity purposes. If the artwork is reproduced by the City for any of the listed purposes, the City will use reasonable efforts to indicate the name of the Artist thereon.

RIGHTS RESERVED BY THE CITY

The City reserves the right to be the sole judge as to the calculation of basis of award and has the right to award this contract in whole or in part, that which is deemed most advantageous to the City.

The City reserves the right, without prejudice, to reject any or all submissions in whole or in part, to waive technical defects, irregularities and omissions and to determine, in its own best judgement, the proponent best qualified to undertake this contract, if, in so doing, the best interests of the City will be served.

The City reserves the right to terminate the contract without notice if due to non-performance and unsatisfactory services.

The City reserves the right to call in alternate services if the proponent is unable to provide the service when it is requested.

The Evaluation Committee reserves the right to be the sole judge of the acceptability of any proposal, and also any alternative proposed, and to purchase the service/product which, in its opinion, most closely meets the operating requirements of the City.

The decision of the Evaluation Committee shall be final and without recourse.

The lowest cost proposal will not necessarily be accepted, and the City reserves the right to reject any and all proposals and/or re-issue the RFP in its original or revised form.

LATE SUBMISSIONS

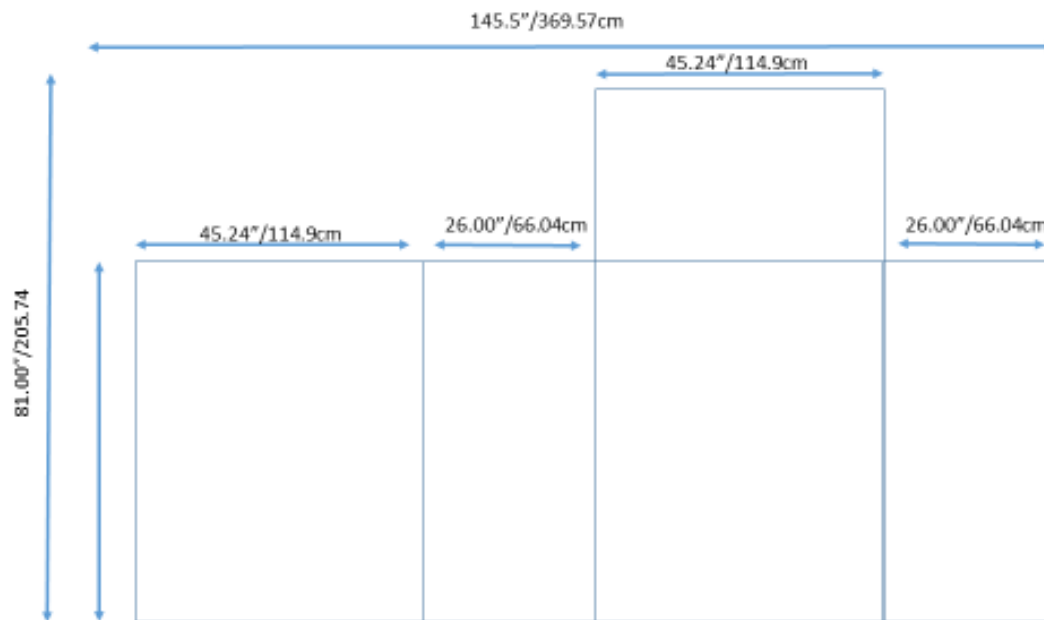
Submissions are stamped with the date and time upon their receipt. Materials received after the deadline will not be considered. The City will assume no responsibility for submissions that do not arrive in the Community Services Division office by the specified closing date and time.

Please contact the Arts & Cultural Development Coordinator at 1-807-625-2357 prior to the deadline if you require special accommodations or assistance with the above requirements.

SUBMISSION DEADLINE: Thursday, July 8, 2021, by 12 noon

Appendix A

Template for City of Thunder Bay Traffic Signal Boxes



Traffic Box Wrap
Template and
Dimensions
2021

Sample Traffic box

