

Art Wrap Project

**A COLLABORATION OF
THE CITY OF SMYRNA
AND
THE SMYRNA ARTS COUNCIL**

Public Art Project General Info
Guidelines and Procedures
Application Information

The ART WRAP project is starting Winter of 2017 and is a collaboration between: the City of Smyrna, the Smyrna Arts Council.

ART WRAP PURPOSE STATEMENT: The purpose of the ART WRAP Project initiative in the City of Smyrna is to enrich the quality of life for citizens and visitors of Smyrna by supporting local artists through visual art displays on traffic control boxes; and to enhance regional relationships in pursuit of transforming the area into a noted arts destination community.

WANT TO ART WRAP A BOX?

Are you an individual artist, organization or business with a concept for a new traffic box art design? Please download the Guidelines and Application packet by clicking the link below. It includes all the information on how to submit your designs for consideration by our ART WRAP Selection Committee.

WANT TO SPONSOR A BOX?

Are you an organization or business interested in sponsoring a new ART WRAP opportunity? The ART WRAP program relies on public and private support in order to provide materials and compensation for local artists. Participation in the project gives these artists quite an experience for their resumes, and it even boosts the economy by enhancing our community! If you are interested in supporting the ART WRAP project, please fill out the form online. ART WRAP locations: TBD - Map with locations. The Art Wrap Committee, made up of representatives from the City of Smyrna and the Smyrna Arts Council will select the locations, starting with our gateways corridors along Concord Road, Atlanta Road and Spring Road.

GUIDELINES FOR THE DESIGN OF ALL BOXES

- Artwork must be original by the artist applicant.
- Artwork must be submitted for approval. Final artwork must be able to be digitized or received in a digital format for printing.
- All boxes will be wrapped in graffiti resistant laminates.
- All functional elements of the box – key holes, handles, labels and hinges – must be free of laminates or adhesives.
- Traffic boxes will be maintained and repaired the City of Smyrna. This includes keeping the box free from tags and vandalism.
- If the design is to include text, it must be included in the design mock up.
- Once artwork is approved, artist will have 1 month to submit final artwork to City. All completed artwork will become the property of the City of Smyrna and or Corporate Sponsor.
- All visible sides of the Traffic Signal Control Cabinets (TSCCs) must be included in the mock up.
- Upkeep/maintenance work will be managed by the City of Smyrna.
- Designs must not be offensive or contain any traffic lights, signs or signals.
- Designs must not include any breach of intellectual property, trademarks, brands, business names or images of drugs.
- Only 2D artwork is eligible. Nothing may be attached, fastened or glued to the box.
- Graffiti tags are not acceptable.
- Artists may not submit work that has been or will be sold or reproduced in any way. The artwork created may not be used for advertisement or to promote a business, product, viewpoint or cause.
- Both the sponsoring entity and the city should do periodic checks on their commissioned TSCC to ensure the artwork is in good condition.

Business or Group Sponsor

When a business or community group would like to sponsor the commissioning of artwork for one or more additional Traffic Signal Control Cabinets (TSCCs) they must go through the APPLICATION PROCESS detailed below.

1. Contact the City of Smyrna to explain the intended location, and discuss the process.
2. Fill out an application with the \$200 application fee, and include the following:
 - Which specific TSCC they would like to sponsor. This will require approval from the Traffic and Engineering Department of the City of Smyrna.
 - Whether they would like to submit a design for approval by their own artist or whether they would like the Smyrna Arts Council to issue a call for artists (requiring full payment of \$1400; \$200 application fee, \$500 artist stipend, and \$700 for printing of laminate).
1. If the Business/Group plans to use their own artist
 1. Submit a fully mocked-up design proposal in color FOR APPROVAL.
 2. Name one person as a representative of their organization to serve on the approval panel.
 3. If design is approved, a timeline of project completion will be agreed upon by the organization and the City of Smyrna
 4. If the design is not approved, the organization will take feedback and may choose to resubmit up to, but not more than, two times.
2. If the Business/Group would like a local artist, the City of Smyrna will contact the Smyrna Arts Council to put out a **Call for Artist Procedure**
 1. Submit payment of \$1400 to the City of Smyrna
 2. Approve a timeline with a representative of the City of Smyrna).
 3. The Smyrna Arts Council will administer a call for artist using the agreed upon timeline.
 4. All submitted art will be reviewed by a joint committee of Smyrna Arts Council and City Representatives. Selection will be made by this committee.
 5. The artist will be notified, and the City of Smyrna will manage the timeline process and payment with the artist.

City Commissioning:

When the City of Smyrna would like to commission artwork for one or more additional Traffic Signal Control Cabinets (TSCC's) the procedure will be:

1. to the City will determine the following:
 - a. Which TSCC(s) will be painted.
 - b. Confirm funding for the project.
 - i. a stipend for the artist of \$500
 - ii. production and installation of laminate of \$700
 - c. Detail, in writing, any specifics regarding the design of the art, theme, restrictions, etc.
 - d. Establish a timeline for the project, including:
 - i. call for artist issue date
 - ii. call for artist closing date
 - iii. selection details and date
 - iv. date to notify artists
2. The City of Smyrna will manage the following:
 - a. Press releases
 - b. Creation of relevant selection panelists
 - c. Artist notifications/relations
3. The Smyrna Arts Council will manage the call for Artist and assist in the selection process as committee members.

Artist Application

- Fill out the application online.
- You will receive an email confirmation when we receive your application. You should not consider your application complete until you receive this email.
- Designs must fulfil the parameters of the call for artwork.
- Artwork must be original by the artist applicant.
- If the design is to include text, it must be included and legible in the design mock up.
- All visible sides of the traffic signal control box must be included in the mock up.
- All functional elements of the box – key holes, handles, labels and hinges – must be masked and remain free of paint.
- Traffic boxes must be monitored, maintained and repaired for a period of two years after completion. This includes keeping the box free from tags and vandalism.
- Designs must not be offensive or contain any traffic lights, signs or signals.
- Designs must not include any breach of intellectual property, trademarks, brands, business names, images of drugs, religious symbols or be offensive.
- Only 2D artwork is eligible. Nothing may be attached, fastened or glued to the box.
- Graffiti tags are not acceptable.
- Artists may not submit work that has been sold or reproduced in any way.
- The artwork created may not be used for advertisement or to promote a business, product, viewpoint or cause.

APPLICATION MATERIALS CHECKLIST

When filling out the online form, please complete all of the following in your submission.

- ☐ The Application
- ☐ Artist statement for the design submitted
- ☐ Renditions of the imagery that is intended for the traffic box **on all sides for each design.**
Templates are included in this application packet.
- ☐ If the design includes text, include a typed document of the text for proofing.
- ☐ Current resume detailing your experience as an artist
- ☐ Three examples of previous work

FIRST NAME _____ LAST NAME _____

EMAIL ADDRESS (that you regularly check) _____

TELEPHONE _____

MAILING ADDRESS _____

CITY, STATE AND ZIP _____

TITLE OF DESIGN _____

SPONSORING BUSINESS/ ORGANIZATION (If Applicable) _____

CONTACT NAME _____

CONTACT PHONE NUMBER _____

CONTACT EMAIL _____

“Art Wrap” ARTIST STATEMENT PAGE

YOU MAY SUBMIT MORE THAN ONE DESIGN ONLINE.

ARTIST FIRST AND LAST NAME _____

DESIGN TITLE _____

ARTIST STATEMENT FOR THIS DESIGN (please make certain your statement does not exceed this space)

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

TRAFFIC BOX FOR WHICH THIS DESIGN IS SUBMITTED: Please note the traffic box location for which you are submitting this design. If you are open to the selection committee choosing a location for you, please note that as well. Include the nearest intersection to the box's location. Location selection is subject to the approval of the City of Smyrna.

Requested Traffic Box location:

The City reserves the right to exercise its own discretion on the location of all artwork.

Mock-ups will go here with the specs for the Traffic Boxes.

