



Request for Proposals

Newcastle Utility Box Wrap

Introduction

Newcastle Art Council and the City of Newcastle (Contracting Parties) are seeking design proposals from local artists for a vinyl graphic wrap on a dual utility control box grouping in Newcastle. Designs should relate to the culture, history, and/or landscape of specific location and the surrounding area where this dual utility control box grouping is located (more specific information is outlined below). This project is intended to transform two utility control box cabinets into a visually appealing, enjoyable addition to the public right of way.

Eligibility

This request is open to all artists in the greater Seattle area, but artists living or working in or around Newcastle are especially encouraged to submit their qualifications. This program is not intended to support advertising or other signage. However, contracting parties reserve the right to include a logo to be added later for a local business providing funder recognition in the final artwork.

Artwork submitted **MUST NOT** currently appear (nor have been previously used) as utility box art in Western WA.

Services

The Contracting Parties intends to select one artist or team of artists (collectively further referred to as “artist”) to create the utility box art. The selected artist will need to submit a design in a high resolution, digital format. The Contracting Parties will then provide the design to a contractor for fabrication and installation. Artist will receive \$800 for the selected design.

Location of Utility Box

[Southeast corner of Coal Creek Parkway and Newcastle Way](#)

The specific location of the dual utility control box grouping is on the southeast corner of the intersection of Coal Creek Parkway and Newcastle Way. The location is in proximity to Lake Boren Park which is a central meeting place in Newcastle. The design should highlight the importance of Lake Boren Park to our community as a gathering place and ultimately encourage people to visit the park. Lake Boren is used by community members for multiple purposes. The park has amenities like a playground, large field, a fishing dock, trails, volleyball court, basketball court, stage for performances, covered picnic areas, a large lake for recreation and much more. Community events held at the park include our annual Newcastle Days celebration, summer concerts in the park and 4th of July celebration. The park is used year-round and frequented by a wide range of members of our greater Newcastle community including people of all ages, families, and individuals all representing the cultural diversity of our community. The park also features a wide variety of flora and is visited by many varieties of animal life both wild and domesticated. Artists are encouraged to visit the park to experience its beauty firsthand. Additional photos of the box and surrounding location can be found in Exhibit I along with some links for reference including specific information on Lake Boren Park.

Utility Box Project Timeline

Complete submissions must be received by **Friday, June 30, 2023** to be considered for this project. Submissions should follow the submission guidelines below.

May 31, 2023: Call posted

June 30, 2023: Artist submissions due

July 15, 2023: Artist selection notification (this date may vary slightly due to review process scheduling)

Submission Guidelines/Requirements

Please email the following materials to newcastlewaarts@gmail.com with the subject line "Newcastle Utility Box Art" followed by your name.

Statement of Interest (500 words or less). Please send as a .pdf and include your name, mailing address, phone number, email address and a website portfolio link. This .pdf should be titled with your full name followed by "_interest". Example:

JaneDoe_interest.pdf

- 1.) **Resume or CV (not exceeding two pages).** This should be in .pdf format, titled with your full name followed by “_resume”. Example: *JaneDoe_resume.pdf*
- 2.) **Proposed wrap artwork images, in .jpg format only (do not send .png, .gif, .tif, etc.).** Each artist can submit a maximum of *two* designs for consideration with a limit of two images of each proposed design (resulting in a maximum of four images overall). The .jpg file dimensions should be no larger than 2050 pixels on the longest side and should be under 5MB maximum. Files should be titled with your full name followed by “_art” and a number indicating the viewing order. Examples of file names for someone sending two art submissions and two images of each submission (meeting the maximum of four images), in the order they should be viewed: (first art submission) JaneDoe_art1.jpg, JaneDoe_art2.jpg, (second art submission) JaneDoe_art3.jpg, JaneDoe_art4.jpg.

PLEASE NOTE! The .jpg image files dimensions above are for the *call selection process only*. If your artwork is chosen, your final artwork *must* be a high enough resolution to print correctly on the final box wrap at full size (either vector files *or* raster image files approximately 150 inches wide x 70 inches high at no less than 100dpi). Please do not submit artwork that cannot meet these requirements if selected. Ultimately, selected artist will be supported in ensuring artwork will be sized to fit across two utility boxes, and a supplemental service addition box. The dimensions for the individual box units measure as follows:

56”44”26”

46”x20”x11”

48”x24”x20”

- 3.) **Image list.** Please provide a detailed description and explanation for each design .jpg describing: themes, significance, inspirations, symbols, etc.

Any inquires related to this call are directed to:

Newcastle Arts Council

Email: Newcastlewaarts@gmail.com

Vinyl Wrap Process

Artists are only responsible for a design. Designs selected by the Contracting Parties will be printed on a vinyl wrap and applied to 2 utility control boxes. The Contracting Parties are responsible for procedures and costs involving contracting a vendor to properly apply the vinyl wrap. Vinyl wraps may be made with vandal-resistant materials to help minimize and prevent vandalism and make the cleaning process easier. Please note that vents, windows, meters and occasionally other features of the utility control box cannot be wrapped so artists should take this into account when designing or even incorporate those features into their designs.

Evaluation Criteria and Selection

The Contracting Parties will consider the following criteria in selecting an artist for this program (not necessarily in this order):

- Artistic quality as exemplified in previous work
- Ability to think and work in a scale appropriate for outdoor public art
- Ability to convey the identity of a community through art and convey an image that highlights the specific location and its surroundings.
- Ability to relate to multiple audiences (pedestrians, cyclists, transit users, drivers)

The Contracting Parties reserves the right, at its sole discretion, to select an artist from the respondents for this utility box art wrap project, or to accept no artist and to solicit additional respondents.

Conflict of Interest

The Contracting Parties reserve the right to disqualify a respondent from this utility box art wrap project if the Contracting Parties believe that the respondent has a potential or apparent conflict of interest.

Exhibit I

Photos and Information on specific utility box location

Photo 1 and 2 – Front and sides of dual utility control box grouping



Photo 3 – Back of dual utility control box grouping



Photo 4 – Picture of dual utility control box grouping looking north along Coal Creek Parkway



Photo 5 – Picture of dual utility control box grouping looking south along Coal Creek Parkway



Photo 6 – Picture of dual utility control box grouping from across Coal Creek Parkway looking east

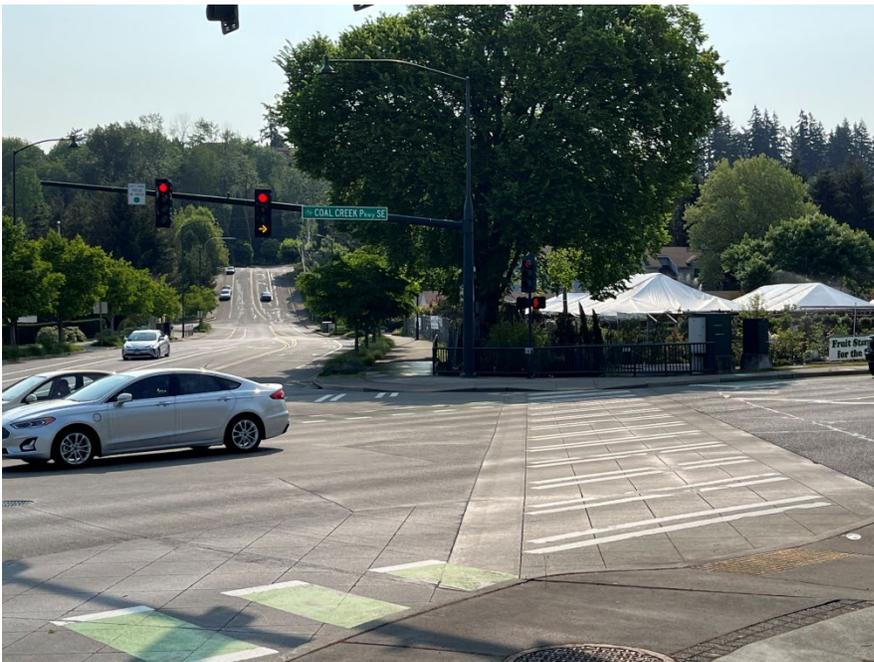


Photo 7 – Picture of dual utility control box grouping from along Newcastle Way looking west



Additional resources on Newcastle

[Newcastle Historical Society Website](#)

[Newcastle Trails Website](#)

[City of Newcastle Website](#)

[Google search photos of Lake Boren Park](#)