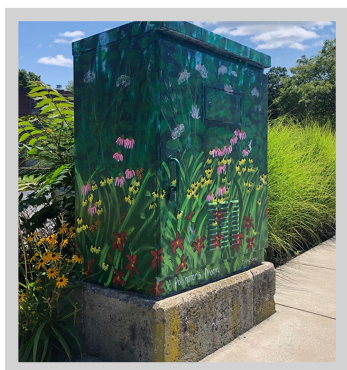


# Wellesley Traffic Box Art Program

## Fall 2022



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 sixth 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.**

This program is supported in part by a grant from the Wellesley Cultural Council, a local agency, which is supported by the Mass Cultural Council, a state agency, and a grant from the Community Fund for Wellesley's Al Robinson Fund for the Arts. We are grateful for their generous support



## **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.

A committee will make selection recommendations, and final approval will be made by the Wellesley Public Art Committee 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 traffic box locations. Proposals should include all sides of the electric box, including the top of the box. All proposal should be submitted using the attached traffic box template.

## **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.

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 WTBAF, the Wellesley PAC, the Town of Wellesley, and any associated events. The WTBAF, the Wellesley PAC, and the Town of Wellesley agree to use all images in a professional manner and will label all images with artist's name attached. In addition, the Town of Wellesley 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/deliver or send electronically, a complete proposal so it is received by September 16, 2022. 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 traffic boxes.
2. The PAC and the Town of Wellesley will grant final approval and inform the selected artists.
3. Chosen artists will be announced September 23, 2022
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 month of October 2022. Traffic box painting must be completed no later than October 31, 2022.
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:**

- Only complete submissions, which include the Fall 2022 Application Form and the Traffic Box Design Template will be reviewed by the selection committee.
- All submissions must be received by September 16, 2022. 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\_Fall2022
- All selected artists must be available to paint the traffic box assigned to them beginning October 1, 2022 and completed project by October 31, 2022
- Applicants should apply electronically using this link to the Fall 2022 Application Form

Or by mail/delivery to:

Wellesley Police Department

c/o Chief Jack Pilecki

485 Washington Street

Wellesley, MA 02482

All submissions must be received by September 16, 2022 at 4:00PM to be considered.

Questions please contact Chief Jack Pilecki at 781-235-0062.



# Wellesley Traffic Box Art Program

## Application Form - Fall 2022

**(this version for applicants planning to mail or hand deliver only)**

### 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:

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title of artwork:

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

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(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.

