

## North Bay Public Art: Traffic Box Design 2022 Application Requirements

**Due Date:** May 11<sup>th</sup> 2022

**Contact:** publicart@cityofnorthbay.ca

### **Purpose**

To strengthen the prominence of public art within high pedestrian traffic areas, provide an opportunity to recognize local and regional artists and improve beautification within the downtown core.

### **Project description**

The Corporation of the City of North Bay In partnership with the City of North Bay's Public Art Advisory Committee (*PAAC*), is seeking artists and designers to submit digitally created images, high quality photographs or scans of original artwork. Submissions must be in a digital format and will be used to create an image wrap on traffic control enclosures located within the City of North Bay. These highly visible enclosures are pole mounted, metal boxes at controlled intersections that operate the vehicular and pedestrian traffic signals.

The artist is responsible for the design only. Installation will be handled by the City of North Bay. All submissions will be juried using the *PAAC* evaluation rubric.

### **Risk + Responsibility**

Artists should understand that the finished work will be installed onto functioning *City of North Bay* equipment which may require repair or replacement. Therefore, the *City of North Bay* cannot guarantee the duration of the work's display, or be responsible for any damages or modifications of the artwork due to required maintenance and wear and tear. Artists should also be aware that traffic control enclosures are often targets for vandalism. The *City of North Bay* cannot guarantee that vandalized works will be repaired, restored or replaced as this is dependent on available funding. Artists must accept this risk that their artwork may be removed if damage or vandalism occurs at the cities discretion.

### **Eligibility + Criteria**

- Artist, designers and creative professionals with ties to North Bay and area
- Must be unique and original work, new or existing artwork is eligible
- If you submitted artwork for the 2021 Traffic Box Initiative please submit a NEW design (duplicate designs will not be accepted)
- Must not include promotion, branding, or content resembling traffic features or signs
- Must not include any vulgar or offensive words or explicit offensive imagery
- Must consider ways of mitigating graffiti, such as reducing blank space

- Must be able to produce high res digital document via scan, photograph, or digitally produce and place on a template if selected
- Must be appropriate for 360 degree seamless design

### **Honorarium**

Successful applicants will receive an honorarium of \$200.00

### **Art Release Form**

All applicants must complete, sign and include with their submission the City of North Bay's Public Art Advisory Committee's Art Release Form.

### **Selection Process**

Proposals will be evaluated by North Bay's PAAC committee under but not limited to the following criteria:

- Artistic Merit - artwork exhibits high quality artistic ability and execution within project scope
- Community Impact - generating a positive and strong visual impact on community / site location
- Viability - artworks viability to translate onto a traffic box is taken into consideration

### **2 Ways to Apply**

1. Create a portfolio folder in your Google Drive or cloud service titled "*your name* - North Bay Traffic Control Art 2022" and share it with [publicart@cityofnorthbay.ca](mailto:publicart@cityofnorthbay.ca)
2. OR Email all documents to [publicart@cityofnorthbay.ca](mailto:publicart@cityofnorthbay.ca)

### **What to Include in Submission**

- Digital image(s) of your artwork - vector, based format or high resolution image
- In ONE PDF Document include:
  - Contact Information
  - Short bio including connection to North Bay (under 100 words)
  - Brief description of inspiration (under 100 words)
  - Artist website and/or social media link (if available)

### **Additional Requirements**

- Include your name on the title of each of the documents (i.e. documents: JaneDoeBio; images: JaneDoe01 JaneDoe02)
- When using a cloud service such as gmail ensure your share settings are open or jury will not be able to access your portfolio
- Submissions that do not meet the requirements or are missing documents will be deemed incomplete and will not be considered

- Include only the requested materials in your submission

### **Important Note**

You are **not** required to tailor your design or image to fit the Traffic Box parameters - if you have rendered your design to fit the Traffic Box dimensions that is great, but will not be a determining factor in the selection process.

Refer to the traffic box rendering and decide the appropriateness of your artwork for the wrap. Existing features of the traffic boxes include vents, a door, hinges and handle will need to stay functional and cuts will be made to the image to allow the functionality of the traffic control enclosure. Pictures of traffic control boxes can be seen on the project poster.

### **Timeline**

**May 11, 2022:** Deadline for submissions

**June 15, 2022:** Successful applicants contacted to secure high-res digital image

**June 17, 2022:** Successful applicants announced

**July 04, 2022:** Installation begins

**Please direct any questions to the Public Art Advisory Committee (PAAC):**  
[publicart@cityofnorthbay.ca](mailto:publicart@cityofnorthbay.ca)