

Call for Artists

Beauty and the Box Project

The City of Tyler is pleased to announce a public art opportunity. Artists are invited to submit images of their original work for potential selection to be included as “pre-approved” utility box art wraps.

1. Project Background

The Beauty and the Box project was originally made to promote the Downtown Business, Arts and Culture District (DTAC) in 2016 by wrapping 10 utility boxes within the area bordered by Front Street, Beckham Avenue, Gentry Parkway and Palace Avenue. The project was so successful that now we would like to allow the public to sponsor local artist works throughout the City of Tyler. Our vision is to have every box sponsored with local art to further beautify our community.

2. Artists Eligibility

- a. Open to professional artist living or working in Smith County or adjacent counties.
- b. Open to artists working in a broad range of media, including painters, photographers, collage artists, mosaic artists, quilters, etc.

3. Information on Utility Boxes

- a. The goal is to wrap all utility boxes owned by the City of Tyler.
- b. There are two sizes of utility boxes that can be covered. The approximate sizes of the majority of these boxes are as follows: Large size boxes are approximately 55” x 45” x 26.5”, and small boxes are 50” x 36” x 18”.
- c. There are both vertical and horizontal forms.
- d. The wraps and designs may also be modified to accommodate a few special features including meters, vents, handles, identifying letters and numbers, and other attachments.
- e. Selected pieces of art will be digitally applied to a high-quality vinyl product. This vinyl will then be applied to the utility box. The vinyl includes a graffiti-resistant outer layer that will facilitate future clean-up.
- f. Any box may only be “held” for up to 30 days and payment will not be accepted until location and artwork is approved and finalized.
- g. Boxes located in residential areas are subject to approval at the discretion of the Director of Parks and Recreation.

4. Images That May Be Submitted for Consideration

- a. Submitted artworks may include:
 1. Digital version of existing artwork provided by the artist who owns the copyright and/or the artwork is not on display permanently in a public location within the Tyler/Smith County area.
 2. Artwork that is created digitally (photographs, etc.)
- b. Selected artwork should be scalable to the different size boxes, including vertical and horizontal shapes.
 1. Note that because the boxes range in size and images could be used more than once, some cropping may occur.

- c. Subject matter for residentially zoned boxes is limited to nature. (i.e. flowers, wildlife, landscapes)
- d. The program is seeking images which people will positively connect with emotionally and will draw people passing by on foot, bicycle or in a vehicle.
- e. Images may not include text.
- f. No advertising, branding or commercial images allowed other than a small banner at the bottom of the utility box stating, "Sponsored by: Business Name".
- g. Imagery needs to be detailed enough to prevent temptation to graffiti.
- h. No portrait photography of individuals or digital art created from photographs of individuals.
- i. Artwork can only be used on one wrapping to preserve originality of each Beauty and the Box.
- j. No artwork promoting a political campaign, demonstrating political views, or representing political influences.
- k. Art must be created by an artist living in Smith County or adjacent counties.
 - 1. Adjacent counties
 - Wood County
 - Upshur County
 - Gregg County
 - Rusk County
 - Cherokee County
 - Henderson County
 - Van Zandt County

5. Responsibilities of Selected Artists

- a. The final quality image will be provided by the artist to the City once the artist is selected and in consultation with the wrap manufacturer.
- b. Selected artists are responsible for all costs related to providing the image in a quality format (see below) that can be resized and manipulated by the selected vendor for individual boxes. These artists' costs may include, but are not limited to, photography, scanning and graphic design expenses.
- c. Image Format: The final format for images should be at least 3000 pixels, and set at a quality of 300dpi or better. PDF, JPEG, or TIFF file formats are acceptable.
- d. Artists will be consulted over the semi-final layout of their image on various box sizes.
- f. Selected artists shall sign an agreement for the scope of services that includes the Intellectual Property terms outlined below.
- h. Artist's compensation of \$250 includes all these services. Artists may waive the \$250 stipend, if they so choose. In this instance, the sponsor would only pay the cost of the box wrap,

Send your artwork/information electronically to ktyb@tylertexas.com.

7. Intellectual Property Terms

The City of Tyler shall possess and own the Public Artwork to be provided through the Copyright Act of 1976, 17 U.S.C. Section 101 et. Seq. to the Public Artwork.

Since the artistic designs leading up to and including the final design and dimensions of the Public Artwork are unique, the Contractor grant to a third party, the right to replicate the artistic design and dimensions of the Public Artwork without the written permission of the City of Tyler.

The Contractor grants City of Tyler and its successors or assigns, an irrevocable license to make two-dimensional reproductions of the Public Artwork and the final designs to be used in brochures, media, publicity and catalogs or other similar, non-profit publications. The Public Artwork and designs developed under the contract shall be exclusive property of the City of Tyler and will be surrendered to contractor upon the completion of the Public Artwork, or upon the cancellation, termination, or expiration of this contract. If the Public Artwork prepared under this contract is work or service provided by the Contractor using a proprietary system for which the Contractor has proprietary rights, then City of Tyler will not own or claim the Public Artworks as City of Tyler exclusive property. The contractor represents and warrants that said work or service does not and will not infringe upon the proprietary or any intellectual property rights of any other person or entities.

City of Tyler Beauty and the Box



Contact Information

Name: _____

Phone Number: _____

Email Address: _____

Mailing Address/City/State/Zip: _____

Title of Artwork(s): _____

Social Media Information: *(if you have business Facebook, Instagram or a website that you would like us to share in our press release and/or posts, please list them below so we can promote your artwork.)*

I understand that the materials we submit are public information under the Texas Open Records Act and may be shared by the City of Tyler with members of the public of the media for information purposes or as otherwise required by the act. Accordingly, I/we hereby grant a non-exclusive license to the City of Tyler to make and distribute a limited number of copies of the submitted materials for the purposes of information and/or evaluation of the artwork related to this RFP and the related project, or as required by the Open Records Act.

I have read and agree to the terms and conditions listed in the application and/or RFP.

Signature of Artist

Date

For Office Use Only:

Artwork Approved: _____ Date Selected: _____

Sponsor: _____

Location Selected: _____

Fee: _____ *Waived* _____ *Vendor Form* _____ *Purchase Order Complete*