

CALL FOR ARTISTS

Environmental Education Traffic Signal Box Art



West Des Moines Public Arts Advisory Commission
City of West Des Moines, Iowa

CALL FOR ARTISTS

ENVIRONMENTAL EDUCATION TRAFFIC SIGNAL BOX ART

City of West Des Moines

Public Art Commission Opportunity

ABOUT WEST DES MOINES

The rapidly growing community of West Des Moines recognizes the importance of quality of life which includes improvements in human development, education, health, environmental sustainability, as well as recreational amenities and social infrastructure. The City offers a wide variety of employment opportunities from retail to office to industrial. Housing options range from apartments to upscale townhomes and historic areas to new developments featuring every amenity. West Des Moines is an attractive place to live for all types of people from young adults to empty nesters. So many choices for working, dining, shopping, and living is certainly part of the appeal of West Des Moines.

WEST DES MOINES PUBLIC ART PROGRAM

The vision of the City of West Des Moines Public Art Program is the creation of a diverse collection of public works of art of high aesthetic and intellectual quality and excellence, and a program that promotes cultural expression and artistic appreciation. At the heart of the aspiration for public art in West Des Moines is the wish for an authentic, rich and diverse arts culture that is seen and understood as uniquely arising from the community – an arts culture that benefits and enriches all those who are fortunate enough to visit, work, and live in West Des Moines.

The mission of the West Des Moines Public Art Program is to create a city with successful public spaces incorporating public works of art that offer moments of serendipity and the fine grain detail of the public infrastructure. The Public Art Program champions excellence in art, design, architecture and landscape. The Public Art Program and Collection should be the most visible symbols of West Des Moines' commitment to creativity, encouraging diversity of ideas and expression, and promoting tolerance of multiple opinions. A creative city provides humane environments for its residents, business communities and visitors, extends opportunities for life-long learning and helps preserve community histories.

The primary goals of the Public Art Program are to develop an aesthetically interesting environment, to integrate public works of art into public spaces and to promote tourism and the economic vitality of West Des Moines through the enhancement of public spaces.

ABOUT THIS OPPORTUNITY

“Environmental Education Traffic Signal Box Art” Public Art Statement

West Des Moines is a vibrant place of natural beauty. The City of West Des Moines is committed to using practices that demonstrate environmental stewardship and creating opportunities for residents and visitors to encounter everyday ways to learn about our environment. Environmental education connects us to the world around us, teaching us about both natural and built ecosystems. It raises awareness of issues impacting the biosphere upon which we all depend, as well as actions we can take to improve and sustain it.

The West Des Moines Public Arts Commission wants to provide everyday environmental education to the community through public art. The Commission wants every person who experiences the artwork to learn about the challenges our society faces, from climate change to decreasing access to nature, as well as threats to natural species and habitats. It is the hope of the Commission that the Environmental Education Traffic Signal Box Art project will create awareness about environmental issues and help residents and visitors make intelligent, informed decisions about how they can help take care of our natural resources.

Using funds provided to the City of West Des Moines through a Metro Waste Authority Environmental Enhancement Grant, the project will consist of eight (8) identified traffic signal boxes on public property in West Des Moines which will be wrapped in vinyl designs. Each artistic design will call viewers' attention to a specific environmental education topic. Thus, public art will not only enhance what is often seen as visual clutter in a city but will also communicate to the public the ways in which their actions can affect the environmental health of the community. The selected artist/artist team will receive \$4,000 to produce eight works of art.

SELECTION & PROJECT CRITERIA

Selection of a finalist or finalists will be based on the following:

- Quality of letter of interest
- Quality of work samples
- Background and prior work experience in art design
- Demonstration of project understanding and ability to meet project schedule
- Consideration of project criteria in conceptual design proposal

The artist's concept, final proposal, and ultimately the final artwork will need to meet certain criteria. Artwork should:

- Be used to communicate information to the viewer on eight selected environmental education topics, which are:
 1. Wind energy
 2. Solar energy
 3. Recycling
 4. Composting
 5. Plastics use
 6. Tree planting
 7. Water quality
 8. Hazardous waste disposal
- Be suitable for public viewing
- Create a sense of discovery, emotional connection, and call for action
- Be aesthetically pleasing and visible by both drivers and pedestrians
- Be appealing during all seasons
- Include Metro Waste Authority logo and City logo in pre-designated location in each design

ELIGIBILITY

Artist or artist team:

- Must show an understanding of the eight environmental education topics listed in the project criteria as they relate to West Des Moines and Iowa
- Must have experience in art design
- Must currently reside in Iowa or have “roots” in Iowa
- Must be able to come to West Des Moines for an interview, if needed. Travel costs related to interviews will be covered by the City of West Des Moines.

SELECTION PROCESS OVERVIEW

This is an open call for artists who meet the eligibility requirements. Artist’s submission materials will be reviewed by the Environmental Education Traffic Signal Box Art Work Group. If necessary, interviews may be conducted with selected artist/artist teams.

Upon selection of an artist/artist team whether based solely upon submission materials or upon interviews, one artist/artist team will be commissioned to design and develop eight (8) unique art work designs that can be fabricated and installed by the City on eight (8) traffic signal boxes.

PROPOSED SCHEDULE

January 27	Call for Artists announced
February 28	Submission deadline/proposals forwarded to Environmental Education Traffic Signal Box Art Work Group for review
Week of March 9	Environmental Education Traffic Signal Box Art Work Group selects artist/artist team (schedule may be extended if interviews are conducted)
March 26	Approval of artist contract by WDM Public Arts Advisory Commission
April 6	Approval of artist contract by WDM City Council/artist begins final proposal
May 15	Artist submits final proposal
Week of May 18	Environmental Education Traffic Signal Box Art Work Group approves final proposal
End of May/Early June	Local printing company fabricates and installs vinyl wraps
June 15	Project installation complete

Schedule may be subject to change.

REQUIRED SUBMISSION MATERIALS

In digital format only.

Provide the following in a single PDF document (work sample JPEG’s can be sent in separate files):

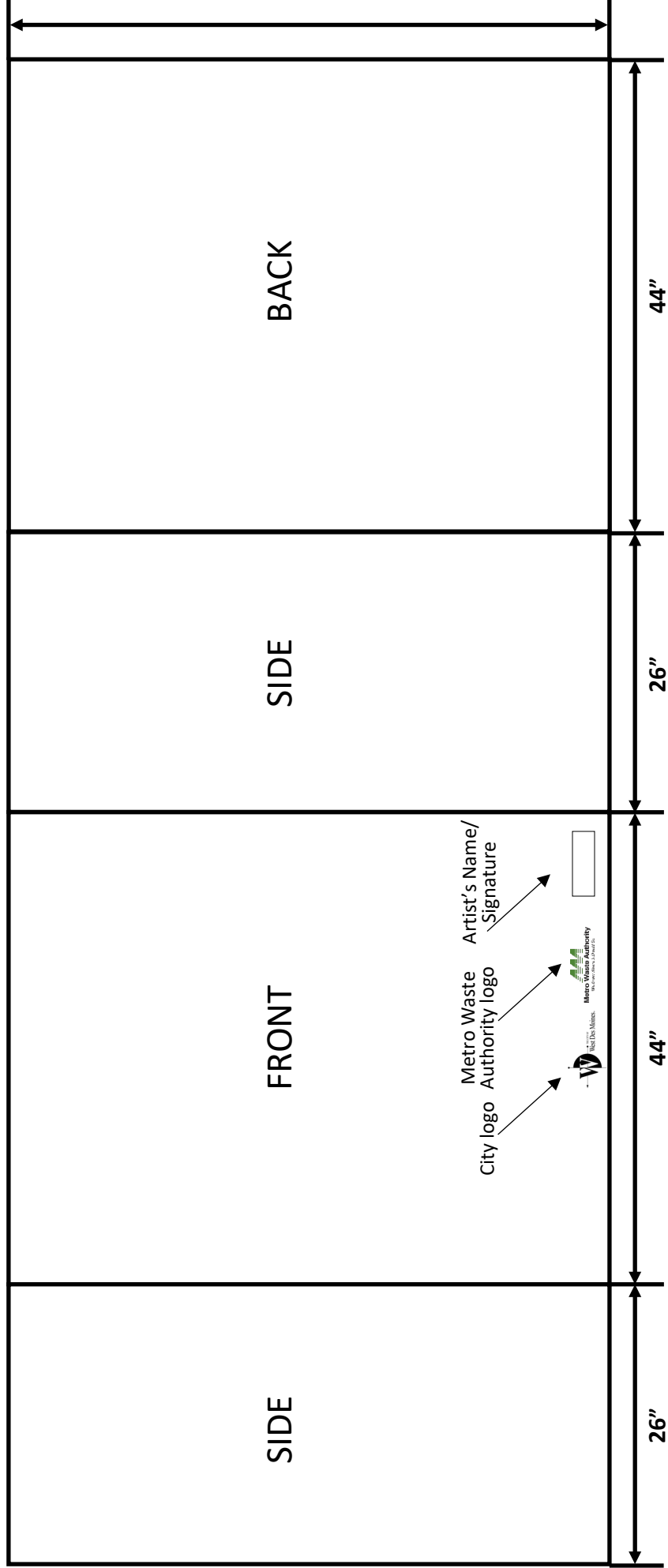
- Contact information for artist/artist team members
- One-page letter describing interest in project and approach to design; please include statements addressing eligibility criteria and project criteria
- One-page biographical information or resume for lead artist(s) (include one paragraph for each team member if artist-led team)

- Two artistic references (contact information only) stating artist/reference relationship
- Work samples: include 2-4 work samples showing projects completed within the last 5 years with up to 3 digital images of each project. Save all as standard JPEG images and label each with applicant's full name and number in sequence with list of work samples
- One-page document listing all work samples. Please provide a brief description and budget for each.
- No more than 3 pages showing artist's concept of one of the eight environmental education topics listed above (artist's choice) that must include art design using the dimensions provided in the attached traffic signal box template. (Artist's concept to remain artist's property during submission process.)

Please submit all materials via email to Allison Ullestad, Arts, Culture, and Enrichment Supervisor, at allison.ullestad@wdm.iowa.gov. Include "Environmental Education Traffic Signal Box Art" in the subject line. All materials must be received **by 4:00 p.m. CST on Friday, February 28, 2020**. No submissions will be accepted after this time. Receipt of submission will be acknowledged via e-mail.

Questions regarding this Call for Artists can be directed to Allison Ullestad, Arts, Culture, and Enrichment Supervisor, at 515-222-3455 or allison.ullestad@wdm.iowa.gov.

ENVIRONMENTAL EDUCATION TRAFFIC SIGNAL BOX ART BOX TEMPLATE



EXAMPLES OF VINYL WRAPS ON TRAFFIC SIGNAL BOXES

