



Office of Economic Development  
Civic Arts Program

**PUBLIC ART OPPORTUNITY  
CALL FOR ARTISTS  
2011  
REQUEST FOR PORTFOLIOS**



**Downtown Berkeley Utility Boxes:  
“60 Boxes Project”**

***This project is a unique public-private partnership between the City of Berkeley’s Civic Arts Commission and the Earth Island Institute to provide funding and volunteer service for the placement of art in Berkeley’s downtown district.***

**ELIGIBILITY**

This project is open to artists in Alameda County. Strong preference will be given to Berkeley based artists.

**LOCATION**

This Project will occur on the Utility Boxes in the downtown area. Please see the attached map.

**PROJECT DESCRIPTION**

The 60 Boxes project will place artistic treatments on the 60 identified boxes in the Downtown Berkeley area (see attached map). The theme of the project is “Sustainability” and all designs must incorporate promotion of Sustainable concepts (which include but are not limited to Ecological, Social, Cultural, Financial, and Physical definitions of Sustainability). This project aims to transform grey Utility Boxes into artistic elements that compliment the community, ideals and public experience in Downtown Berkeley.

**COMMUNITY PROFILE**

Located Between Oxford and Martin Luther King Streets from Hearst St to Dwight Way as defined by the Downtown Area, Downtown Berkeley is a diverse and bustling downtown. Three major schools are in or near the project area: Berkeley High School , Berkeley City College and University of California, Berkeley. There are many businesses in the downtown including dozens of successful restaurants, several popular movie and performance theatres, nightlife destinations, boutiques, and large commercial stores. Downtown Berkeley is also home to the Downtown Berkeley Arts District. The 60 Boxes project will enhance Berkeley’s reputation as an art destination.

**Project Timeline**

***Portfolios Due***

**July 1, 2011**

Please note this is a call for portfolios. Portfolios will be used to gain sponsors for the project. If your portfolio is chosen by a sponsor and you are commissioned to design a box, a new timeline will be circulated relating to the approval and installation process. Please note that this is an estimated timeline and may be substantially revised to reflect changes based upon the availability of funding.

**Application DEADLINE**

**Artists portfolios may be submitted to the Earth Island Institute By July 1 , 2011**

This call may be recirculated at a later date.

The 60 boxes project will work to match artists with interested sponsors until all 60 boxes have artistic treatments.

**The City of Berkeley and the Earth Island Institute reserves the right to not award any contracts for this project. This Call for Artists does not constitute an agreement to fund artworks for the site described in this call.**

**For more information visit our Public Art website at <http://www.ci.berkeley.ca.us/ContentDisplay.aspx?id=9744>**

## **GENERAL Terms**

### **Artwork Specifications**

**This call is for submission of previous works, to be considered by sponsors for direct commission.**

**If you are chosen by a sponsor to implement a Utility Box design, the design criteria will be as follows:**

All designs will either be printed onto large polymer stickers that will be adhered to each individual box or directly painted on the box. If you are selected for a direct commission you will work on a specific box that will have specific measurements and requirements. Where indicated, some boxes may have locks and control panels that will have to remain free of any art image. Any medium that can be scanned and digitally printed can be used for the printed image : paint, watercolor, photographs, and collage are some examples. Designs have to be done to scale of the box and must be able to be scanned at high resolution and printed. All artwork must include the 4 sides of the box, excluding the top and bottom. All art designs must leave a band 6 inches tall at the bottom of the box for project identification, which will affect the scale of the design rendering. Again, if an artist is chosen for a commission, information will be provided with specific measurements and site considerations. In certain cases the art will be painted directly on the box.

### **Budget specifications**

There will be no financial compensation for the submission of previous works.

If you are chosen to design a Utility Box artist stipends will range from \$300 to \$400 for one (1) 4 sided design, depending on the size of the box. No materials will be provided to you in the creation of your design. Printing, installation and graffiti coating will be provided.

## **Selection Process**

### **THIS PROJECT WILL USE A COMBINATION OF THREE SELECTION METHODS by the Berkeley Civic Arts Commission:**

- **Direct Commission:** Financial Sponsors of this project will be able to directly commission an artist that has submitted their portfolio to the Earth Island Institute. A goal of the 60 boxes project is to match individual funders to interested artists.
- **Open Call:** If funding is available to facilitate an open call for design submissions an additional request for Proposals will be circulated with details of an open call for specific designs
- **Artist Nomination:** Given available funding the selection panel may nominate artists that receive portfolios to design a utility box.

## **Selection Criteria**

“Artwork is selected on its aesthetic merits. Art will be chosen with appropriate regard for the nature of the space and the audience. This gallery addresses the viewer directly on the public right of way. Art must exhibit consideration for viewers’ sensitivities to violence, sexual expression and negative portrayals of diverse populations.” Berkeley Civic Arts Commission

Artists will be selected to develop design proposals based on:

- Artistic merit
- Preferences of Individual Sponsors
- Appropriateness of the artist’s medium, style, and previous experience in relation to the project goals and setting.
- In the case of a Direct Commission: the Artist’s willingness to work directly with a sponsor to create a design based on the theme “Sustainability” of the sponsor’s choosing.

**The Visual Arts Selection Panel will be formed following the City of Berkeley’s Public Arts process.**

**All final approvals for particular designs will be made by the Visual Arts Selections panel of the Berkeley Civic Arts Commission.**

**All Artists selected to design a Utility Box will receive a stipend for the creation of their work and will sign a contract with the Earth Island Institute assigning all rights of use and ownership to the City of Berkeley.**

## **Public Art Program Commissions**

Artists interested in reading this document electronically, or in learning about other public art opportunities are encouraged to visit the Public Art Program web site at :

<http://www.ci.berkeley.ca.us/ContentDisplay.aspx?id=9744>

Information is updated whenever new opportunities arise.

## **Acceptance of Proposals**

**The Civic Arts Commission reserves the right to reject all design proposals.**

## **Model Policy**

**In the event that you are asked to develop a model of your proposal, the following policy shall apply. The**

**Civic Arts Commission shall:**

- 1. At its sole discretion, have the unconditional right to own any model selected for evaluation, as part of commission awards or may alternatively choose to retain all such models until completion and approval of project implementation.**
- 2. Require that all proposals and/or models submitted are original and unique.**

**All artists of all ethnicities, ages and genders are encouraged to apply.**

**All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change.**

For further information about these public art projects, please contact:

<http://60boxesproject.blogspot.com>

**Ariana Katovich, Earth Island Institute**

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**2150 Allston Way, Suite 460**

**Berkeley CA 94704**

**Mary Ann Merker, Civic Arts Coordinator, City of Berkeley**

**(510) 981-7533**

[mmerker@ci.berkeley.ca.us](mailto:mmerker@ci.berkeley.ca.us)

Log # \_\_\_\_\_  
*For office use only*

A. Name(s) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City & State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_  
 Website address \_\_\_\_\_

**B. Submitting for the project:**

60 Boxes Project

**C. Application checklist: Have you enclosed the following ?**

**To apply, please submit the following:**

- 3 – 7 digital or printed samples of previous work
- A self-addressed, correctly sized and stamped envelope for the return of slides and other materials.
- OPTIONAL: One or two relevant printed materials such as catalogues, articles, etc. that might assist the selection panel in understanding applicant’s work.

**Artists that are commissioned to provide a design will need to submit:**

- Artist’s statement of interest, briefly noting relevant past experience, conceptual approach for design and materials, and other information you wish to highlight about your work and career (1 page maximum).
- A thumbnail sketch of your proposed idea
- Resume (two pages maximum).
- Names, addresses and phone numbers of three (3) professional references

Incomplete or incorrectly assembled applications may not be accepted. Regretfully, the Civic Arts Commission, City of Berkeley Staff and/or the Earth Island Institute cannot be responsible for lost, missing or damaged materials. The Civic Arts Commission will endeavor to return the originals of application materials to the applicants following the selection. **Submit materials to:**

**Ariana Katovich, Earth Island Institute**  
[ariana@earthisland.org](mailto:ariana@earthisland.org)  
 510.859.9154  
 2150 Allston Way, Suite 460  
 Berkeley CA 94704

**Additional Questions can be forwarded to The City of Berkeley’s Civic Arts Office:**  
 Mary Ann Merker, Civic Arts Coordinator  
 (Phone) 510.981.7533 and (email) [mmerker@ci.berkeley.ca.us](mailto:mmerker@ci.berkeley.ca.us)