



CALL TO ARTISTS

Pierce County Traffic Box Art Wrap Project

Submission Deadline: 7/18/2022 by 11:59 p.m.

Call Summary

The Pierce County Arts Commission is seeking designs that can be reproduced as a vinyl wrap and applied to traffic signal boxes throughout unincorporated Pierce County. This opportunity is open to amateur and professional artists of all levels, residing within Pierce County, working in any medium, as long as the final artwork can be translated and digitally reproduced on a 2-dimensional vinyl wrap.

The wrapped boxes are intended to enhance neighborhood and community identity, turn ordinary spaces into community landmarks, and promote community dialogue.

Eligibility

- Applicant must live within Pierce County
- Applicant must be 18 years or older
- Applicant cannot be a member of the Pierce County Arts Commission or an employee of Pierce County

The Arts Commission will not be reviewing concepts for the signal box art. Please submit finalized artwork.

Overview

Selected artists will be awarded \$500 per box design which includes licensing rights that will enable the Commission to reproduce the final design on multiple traffic signal and/or utility boxes throughout the County. Artists can submit up to 3 designs.

There is no theme to this call. The design will be in the style and medium best determined by the artist but must integrate the front, back, and sides of the box to capture the interest of those that drive, ride, and walk by.

The final artwork must be submitted as a high-quality digital file. If artwork is not inherently a digital file, artist must submit a high-resolution scan or photograph of the work, suitable for use.

The County will be responsible for printing and installation of the box wraps.

Artists will not be designing for a specific location. The County will select traffic signal box sites owned by Pierce County within unincorporated Pierce County; the exact number and locations of which will be determined by the County based on a variety of factors including public visibility, needs of the community, and future replacement plans for the boxes. In general, the traffic signal box sites will be highly visible, in areas without a good representation of public art, and/or in areas that have a history of blight and/or vandalism. Traffic signal locations vary in size from roughly 56" h x 95" w to 108" w (see details below). Please visit piercecountywa.gov/artwrap to view completed locations to better inform your design and dimension choices.

The wraps are intended to last at least 5 years but may be removed at any time at the discretion of the County. While the County will aim to remove any tagging or vandalism, deterioration may occur and thus the County cannot guarantee that the wrap will be restored to its original condition.



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Wrap Design Guidelines

- Only original art will be accepted and must be in compliance with all existing copyright laws (no commercial reproductions are allowed).
- Designs must be appropriate for display in public spaces and viewing by a general audience
- Designs must not contain any representation of traffic lights, signs, or signals
- Designs should not aim to blend into or mimic the surrounding streetscape
- Designs should limit blank space
- Designs cannot include vulgar, profane, prejudice, offensive, or insensitive content
- Designs cannot include political or religious content; any breach of intellectual property; trademarks; images of illegal activity; advertisements; logos; signage; promotion of any business, organization, individual, or product; or involve the attachment of objects to the boxes
- Submission designs should avoid a large amount, over 20 percent, of dark colors as this may cause the electrical components in the box to overheat in the sunlight.
- All designs will be subject to review and approval by the Pierce County Arts Commission
- Design may be covered by a Pierce County logo in one corner (6" or less)

Evaluation

Entries will be judged by the Pierce County Arts Commission. When evaluating entries, the panel will consider the following criteria:

1. Is the design eye catching? Will it stand out in the setting?
2. Will the image be easily understood by those driving by?
3. Is the overall composition balanced and unified?
4. Will the artwork effectively transfer to a box wrap?

Submission Requirements

- Accepted file formats: Vector (AI, EPS, PDF), Raster (PSD, TIF, or JPG)
- 300 DPI at full scale dimensions, 56" h x near 100" w (if duplicating a single image on front and back) or up to 216" w to wrap entire location in a single design
 - If at a smaller scale, then increase dpi: ½ size= 600dpi / ¼ size=1200dpi
- Keep crucial design elements away from edges (images are trimmed 2" around the edges upon installation)
- Horizontal image, either in a 16:9, 32:9 or 2:1, 4:1 scale configuration (width:height).
Reminder, width should be around 95"- 108" or 190"- 216" (see details below)

Submission Deadline

Must submit artwork file(s) and application by **July 18, 2022, 11:59 pm.**

Questions?

- **Join a Zoom Informational Session on Monday, June 27 at 4 p.m.** (after the session, a recording of the orientation will be available online at www.piercecountywa.gov/arts).
 - [Zoom Meeting Link](#) | Dial by your location +1 253 215 8782 US (Tacoma)
 - Meeting ID: 972 1795 5740
 - Passcode: 684936
- **Email:** arts@piercecounywa.gov | **Phone:** 253-798-7365



Example of a typical traffic signal box

Exact dimension and locations of selected boxes will vary.

Fish on Every Side by Renee Taylor



Example: 3 box location approximately 56”h x 108”w (2:1 aspect ratio) to cover one face and one end of the box grouping. Design can be replicated to fill the other side or can be designed to fit 56”h x 216”w (4:1 aspect ratio).

Morning Divination by Hillarie Isackson



Example: 2 box location approximately 56”h x 95”w (16:9 aspect ratio) to cover one face and one end of the box grouping. Design can be replicated to fill the other side or be designed to fit 56”h x 190”w (32:9 aspect ratio).

Click [HERE](#) to view the full list of completed wrap locations in Pierce County

[Apply Here](#)