



DEPARTMENT OF POLICY, PLANNING & DEVELOPMENT

THE CITY of EAST ORANGE

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UTILITY BOX PUBLIC ART PROGRAM INFORMATION

The City of East Orange and its Arts & Culture Commission invites artists to participate in the Inaugural Phase of the East Orange Utility Box Public Art Program. East Orange is seeking artists to showcase their work, in an ongoing effort, to beautify **10** utility boxes located throughout the City of East Orange. The goals of the program are to use public art to contribute to the vitality and attractiveness of the City's streetscapes and to bring art to the public in unexpected places.

Eligibility

This Public Art Program is open to all adult and student artists. The program is also open to art teachers that are interested in mentoring a group of students. All entries must be an original design, artwork owned by the entrant, and must be suitable for viewing by all ages.

Description and Location of Utility Boxes

The City's Utility Boxes vary in size and are located throughout East Orange, including major thoroughfares with traffic signals that are visible to pedestrian, cycling and automobile traffic.

The locations of the utility boxes are listed on **page 4**.

Artwork Opportunity

The proposed Utility Box public art designs must be applicable and usable, covering all four sides and the top of the box. The art should enliven the area, transform the street, and may reflect the neighborhood or area where the utility box is located. The artwork submitted should be suitable for viewing by all ages. Due to the location of the boxes, the art should be visible from a distance; therefore, you may choose to utilize bold colors and designs. Additional consideration may be given to a project that showcases East Orange's culture, historic heritage, or acknowledges a key activity that takes place in the area. Artists can submit more than one concept for the same location.

The artwork design may not restrict any vents or airflow through the boxes, thus necessary layout edits to designs may be made by the City. The City must be able to fully access the box and the components inside the box at all times. In the event the utility box is mounted on a base or concrete or other material, the base shall not be included as part of the available area for a public art design.

Entries that use images(s) that have a copyright or a trademarked will not be accepted. In addition, the art must not be plagiarized, stolen, or copied from any other source. Entries must not defame or invade the rights of any person, living or dead, and must not be lewd or lascivious or include expletives.

The artwork may include the name of the artist no larger than a 3" x 5" space on one of the box's 4 side panels. The artwork is considered a long-term installation and will become the property of the City of East Orange. The artwork may be reproduced and sold.

How to Apply for this Call

Please find the "**Artist Application**" which is a fillable PDF available for download at the bottom of this document. Once it is completed, please email it to joann.mills@eastorange-nj.gov.

The deadline for submission is June 10th by 4pm. A Technical Assistance workshops will be held via zoom on June 2nd at 5pm. The zoom details will be listed on the municipal website, City of East Orange Facebook and Instagram. Interested applicants may also email joann.mills@eastorange-nj.gov or Naiima.fautleroy@eastorange-nj.gov to receive a direct email with zoom details.

Application

All requirements listed below must be met or the application will not be considered.

- 1. Application Form completed.
- 2. A concept drawing that shows all four sides and top of the utility box must be included in the application. Please note that utility boxes do differ in size, so the diagram is for a concept drawing not necessarily to scale. Concept drawings may be hand-drawn; however, digital design is preferred.
- 3. Specifications regarding materials and/or programs used to design artwork (e.g. oil painting scanned into a jpeg, InDesign, Photoshop, original photography).
- 4. An Artist Statement (2,000 characters maximum) that describes why the artist is interested in designing a utility box, previous experience working on public art projects, and how the artist believes the art will transform the street and/or enliven the area.
- 5. A resume that includes exhibition history, past projects; or a brief description of cooperative, community-based projects (four pages maximum). **If you are a student, a letter of recommendation from an art teacher will be accepted in lieu of a resume.**
- 6. A maximum of 3 examples of previous work including a brief description.
- 7. Desired box location (not guaranteed). The Arts & Culture Commission will accept up to 3 location choices. Please rank your most desired location with "#1" being the most desired, "#2" being the next, and so forth. The City and the Arts & Culture Commission will have the final say on all determinations of location if artist is accepted.

Selection Criteria

When making the selection for the Utility Box Public Art Project, the following will be considered:

- Artistic innovation, and originality.
- Does the art meet the goals of the project?
- Does the art transform the project area?
- Does the art relate to the area where the utility box is located?
- Does the art portray the City’s culture, historic heritage, or a key activity?
- Is the artist a local East Orange resident or business owner?

Artist Selection Process

The selection process will consist of a review and project approval by the Arts & Culture Commission

Artists will be notified by the City if and when their designs are accepted and the location of the utility box.

If you are selected to complete a Utility Box Public Art Project

All artists must sign a City East Orange liability release and complete agreement before artwork will be installed.

Once selected, the following shall be submitted within (30) thirty days:

- 1. Final artwork and design inclusive of preferred medium.
- 2. Title of the artwork and artist name.

Questions?

Please contact Naiima Fauntleroy by email naiima.fauntleroy@eastorange-nj.gov or call (973) 592-7956

Utility Box Locations

1. William Street and Lincoln Street/SW corner
2. William Street and Prospect Street/NW corner
3. William Street and North Harrison Street/SW corner
4. Main Street and Harrison Street /SE corner
5. Main Street and Prospect Street /NW corner
6. Main Street and Halsted Street/SW corner
7. Main Street and North Clinton Avenue/NW corner
8. Main Street and North Walnut Street/SE corner
9. Main Street and Winans Street/NW corner
10. Prospect Street and Springdale Avenue

ARTIST APPLICATION

Artist Name _____

Business Name _____

Address _____

Phone Number _____

Email _____

Web Site _____

Examples of work:

Title of Work _____

Medium/Description _____

(Attach examples as needed.)

_____ I certify that I have created the above artwork (please initial).

Artwork Proposal

Preferred Utility Box Number(s)/Location(s): _____

Concept for Utility Box:

Description _____

Please attach designs for consideration.

Please submit designs using the Design Template form.

City of East Orange Public Art Program

All Artists:

Please sign, date, and return with Artist Application:

I agree that: (1) my submission(s) and their contents will automatically become the property of the City of East Orange and I understand that if my artwork is selected, I will be compensated in the amount of \$2000 per artwork selected; (2) The City of East Orange may use or redistribute the submissions and their contents for any purpose and in any way; (3) there is no obligation for the City of East Orange to review the submission; and (4) there is no obligation to keep any submissions confidential. The \$2000 compensation should include materials (paint, etc.).

ARTIST _____ DATE _____

IF UNDER 18 YEARS OF AGE

PARENT/GUARDIAN _____ DATE _____

DISCLAIMER

I have read the attached information and agree to the rules & regulations stated. The undersigned agrees to indemnify and hold harmless, the City of East Orange,, East Orange Municipal Council, Municipal Administration, Committees, and employees and assigns for any loss or liability which results or is alleged to have resulted from my participation in this event, including any claim arising out of my entry, acts, or omissions in open call/contest or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs. I have read and fully understand these policies. I am an adult and my signature is below. If I am under 18, my guardian's signature follows.

ARTIST _____ DATE _____

IF UNDER 18 YEARS OF AGE

PARENT/GUARDIAN _____ DATE _____

Design Template Sample

This is a typical utility box diagram representing four sides and the top. Please use it to submit the box design/images. The utility box can be wrapped in the design, the design may be painted directly on the utility box or an external wooden box that would be constructed to screen the utility box. Unique colors and bold graphics work well, along with bright images that can be seen from a distance. Detailed images of each side must be submitted on 8.5" x 11" paper. Actual utility boxes vary in size shape and have various vents, seams, doors, and handles. Be prepared to adjust artwork to fit a unique utility box.

