

# ART the BOX

Art the Box  
Public Art Project General Info, Guidelines,  
and Application Information  
Greater Augusta Arts Council



# ART the BOX

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# ART the BOX

## INTRODUCTION

In early 2015, a collaborative project began between the City of Augusta, the Downtown Development Authority and the Greater Augusta Arts Council. This project, entitled ART THE BOX, saw 19 local artists, selected by committee, create art on 23 local traffic signal control cabinets (TSCCs). In November 2015, the City commissioned one more military-themed box by a local artist. Now, the design and application process has been opened up to the community for those interested in submitting ideas, whether you are an individual artist, a company, or organization interested in sponsoring a box. This document contains everything you need to know to submit your designs for future boxes involved in the Art the Box Traffic Box Public Art Program. Designs will be selected by a qualified Selection Committee. The Selection Committee reserves the right to reject any and all entries at any time in the review and selection process, or request changes to the design to allow approval.

This program is modeled on similar programs in [Eugene, Oregon](#) and [Mankato, Minnesota](#). The Greater Augusta Arts Council successfully oversaw the completion of 23 boxes in June 2015 as part of [this project](#), and continues to support the creation of new boxes at any time.

**ART THE BOX PURPOSE STATEMENT:** The purpose of the ART THE BOX initiative in the City of Augusta and as administered by the Greater Augusta Arts Council is to enrich the quality of life for citizens and visitors of Augusta by supporting local artists and creating wonderful public spaces through visual art; and to enhance regional relationships in pursuit of transforming the area into a noted arts destination community.



## **GUIDELINES FOR THE DESIGN AND PAINTING OF ALL BOXES**

- Designs may or may not be specific to a location based on the artist's preference unless the call for artwork details a specific theme.
- Artwork must be original by the artist applicant.
- Artist's signature must be included in the design.
- If the design is to include text, it must be included in the design mock up.
- All supplies must be purchased by the artist.
- All visible sides of the Traffic Signal Control Cabinets (TSCCs) must be included in the mock up.
- Two undercoats of ZINSSER BULLS EYE 1-2-3 primer must be applied to a clean TSCC before painting may begin.
- Because of the conditions to which the traffic boxes are subjected, ONLY GOLDEN or SHERWIN WILLIAMS SHER-CLEAR brand paints may be used to paint the boxes. They have been selected because of their durability under harsh conditions.
- IF using GOLDEN paints: Upon completion of the painting, two clear coats must be applied in this order:
  1. An Isolation Coat of GOLDEN SOFT GEL GLOSS which provides a protective layer between paint and the final protective coat. This layer is permanent.
  2. A Protective Varnish/Clear coat of GOLDEN ARTIST COLOR MSA VARNISH. In case a graffiti tag or other undesirable substance gets on the painting, this washable layer is removed along with the offensive substance, and the painting remains below. The artist would then be responsible for re-varnishing the affected area.
- All functional elements of the box – key holes, handles, labels and hinges – must be masked and remain free of paint.
- Traffic boxes must be monitored, maintained and repaired BY THE COMMISSIONED ARTIST for a period of two years. This includes keeping the box free from tags and vandalism.
- Once painting has begun, it should be completed within a ten-day period from start to finish, including priming, painting, and if needed isolation coats and clear coats.
- Designs must not be offensive or contain images of drugs, or any traffic lights, signs or signals.
- Designs must not include any breach of intellectual property, trademarks, brands, business names.
- Only 2D artwork is eligible. Nothing may be attached, fastened or glued to the box.
- Artists may not submit work that has been sold or reproduced in any way.
- The artwork created may not be used for advertisement or to promote a business, product, viewpoint or cause.
- Both the sponsoring entity and the artist should do periodic checks on their commissioned TSCC to ensure the artwork is in good condition.
- Upkeep/maintenance work should be completed within one month from the date the deterioration is noticed.
- If the Greater Augusta Arts Council is made aware that maintenance is required, they will notify the sponsoring entity, and the artist who will then have one month to complete necessary retouching.



## **City Commissioning:**

**When the City of Augusta would like to commission artwork for one or more additional Traffic Signal Control Cabinets (TSCCs), here is the procedure.**

- A representative from the Traffic Engineering Department of the City of Augusta will collaborate with the Greater Augusta Arts Council to:
  - Detail, in writing, which TSCC(s) will be painted.
  - Confirm, in writing, funding for the project in the amount of \$1200 per TSCC. This amount includes:
    - a supply fee for the artist (\$200)
    - a stipend for the artist (\$800)
    - an administrative fee for the Greater Augusta Arts Council (\$200)
  - Detail, in writing, any specifics regarding the design of the art, theme, restrictions, etc.
  - Establish a timeline for the project, including:
    - call for artists issue date
    - call for artists closing date
    - selection details and date
    - date to notify artists
    - dates when painting should begin (payment is due) and end (artist is paid).
- A mutually agreed-upon Vendor Agreement, listing the Greater Augusta Arts Council as the vendor, will be signed by authorized representatives from both parties.
- The authorized representative from the Traffic Engineering Department will ensure that the Greater Augusta Arts Council is paid the \$1200 fee by the date when the artist begins painting; this date would have been set forth in the agreed upon timeline.
- Upon contracting, the selected artist will receive \$200 for supplies.
- When the artwork is complete, the Greater Augusta Arts Council will pay the artist \$800.
- The Greater Augusta Arts Council will also manage the following:
  - Press releases
  - Calls for artists
  - Creation of relevant selection panelists
  - Artist notifications/relations



## **Business or Group Sponsor**

When a business or community group would like to sponsor the commissioning of artwork for one or more additional Traffic Signal Control Cabinets (TSCCs) they must go through the **APPLICATION PROCESS** detailed below.

1. Contact the Greater Augusta Arts Council at 706-826-4702 or [pax@augustaarts.com](mailto:pax@augustaarts.com) to explain the intended location, and discuss the process.
2. Fill out an application with the \$200 application fee, specifying which TSCC they would like to sponsor.
3. The Greater Augusta Arts Council will arrange provisional site approval from the Traffic Engineering Department of the City of Augusta, and if completed will create a press release in celebration.
4. There are two ways to proceed. The sponsor could submit a design for approval that would be painted by an artist they select, or they could have the Greater Augusta Arts Council issue a call for artists.
  - If the Business/Group plans to **use their own design/artist**
    - Submit a fully mocked-up design proposal in color FOR APPROVAL.
    - Submit a plan for the painting of the box, with as much specificity as possible (painters' names, etc.) FOR APPROVAL.
    - Name one person as a representative of their organization to serve on the approval panel.
    - The submitted design is subject to review by a panel, and must be approved. Designs may not be offensive, contain images of drugs, traffic signs or signals; may not include any breach of intellectual property, trademarks, brands, or business names. The artwork can, but does not have to promote the culture and aesthetic of Augusta and the immediate area in which the TSCC is located. It is not intended as an advertisement or promotion of a business, product, viewpoint, or cause.
    - The quality of design and artist's previous work will be considered of highest importance.
    - If design is approved, a timeline of project completion will be agreed upon by the organization and the Greater Augusta Arts Council (with approval by the City), and the sponsor will pay \$1000 to the Greater Augusta Arts Council, which will pay the artist.
    - If the design is not approved, the organization will receive feedback and may choose to resubmit an updated design to the same panel, but not more than two times, after which additional fees will be incurred.
  - If the Business/Group plans to have the **Arts Council go through a Call for Artist Procedure**
    - Submit payment of \$1000.
    - Approve a timeline with a representative of the Greater Augusta Arts Council (with approval by the City).
    - The Greater Augusta Arts Council will administer a call for artist procedure using the agreed upon timeline.
    - The Arts Council will form a panel of judges to select the artist including one person as a representative of their organization to serve on the approval panel.
    - The artist will be notified, and the Greater Augusta Arts Council will manage the timeline process and payment with the artist.



## **Artist Paints the Box without a Stipend**

**When an artist or artist group wishes to paint artwork for one or more additional Traffic Signal Control Cabinets (TSCCs) they must go through the APPLICATION PROCESS detailed below.**

1. Contact the Greater Augusta Arts Council at 706-826-4702 or [pax@augustaarts.com](mailto:pax@augustaarts.com) to explain the intended location, and discuss the process.
2. The Greater Augusta Arts Council will arrange provisional site approval from the Traffic Engineering Department of the City of Augusta.
3. Submit an application and fully mocked-up design proposal in color FOR APPROVAL.
4. The submitted design is subject to review by a panel, and must be approved. Designs may not be offensive, contain images of drugs, traffic signs or signals; may not include any breach of intellectual property, trademarks, brands, or business names. The artwork can, but does not have to promote the culture and aesthetic of Augusta and the immediate area in which the TSCC is located. It is not intended as an advertisement or promotion of a business, product, viewpoint, or cause.
5. The quality of design and artist's previous work will be considered of highest importance.
6. If design is approved, a timeline of project completion will be agreed upon by the artist and the Greater Augusta Arts Council (with approval by the City).
7. If the design is not approved, the artist will receive feedback and may choose to resubmit an updated design to the same panel.
8. The Arts Council will create a press release for the artist and Arts Council to send out, photograph the artist at work, and the completed box, and celebrate the work through social media and newsletters.

# ART the BOX

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## Artist Application

### Instructions

- This application is an editable PDF. **Please type into it.** Simply open this document with a recent version of Adobe Acrobat and click on the blue fields to type in your answers. If you cannot open and type into the document, please print it and write **legibly**. When the application is complete, mail, deliver, or email the completed application to the Greater Augusta Arts Council.
  - Physical and mailing address: 1301 Greene Street, Augusta, GA 30901 (Sacred Heart Cultural Center)
  - Email address: [pax@augustaarts.com](mailto:pax@augustaarts.com) with **subject line: Art the Box Application**
- You will receive an email confirmation when we receive your application. You should not consider your application complete until you receive this email.
- Designs must fulfil the parameters of the call for artwork, if created for an open call.
- Artwork must be original by the artist applicant; designs must not include any breach of intellectual property
- Artist's signature must be included in the design.
- If the design is to include text, it must be included and legible in the design mock up.
- All visible sides of the traffic signal control box must be included in the mock up.
- Designs must not be offensive or contain images of drugs, or any traffic lights, signs or signals.
- Designs must not include any trademarks, brands, or business names.
- Only 2D artwork is eligible. Nothing may be attached, fastened or glued to the box.
- Artists may not submit work that has been sold or reproduced in any way.
- The artwork created may not be used for advertisement or to promote a business, product, viewpoint or cause.
- Once painting has begun, it should be completed within a nine-day period from start to finish.
- All priming, painting, isolation coats and clear coats must be completed within two weeks once painting has begun.
- All functional elements of the box – key holes, handles, labels and hinges – must be masked and remain free of paint.
- Traffic boxes must be monitored, maintained and repaired for a period of two years after completion. This includes keeping the box free from tags and vandalism.
- Because of the conditions to which the traffic boxes are subjected, **ONLY GOLDEN or SHERWIN WILLIAMS brand paints may be used to paint the boxes.** They have been selected because of their durability under harsh conditions.



## APPLICATION COVER SHEET

This application is an editable PDF. **Please type into it.** Simply open this document with a recent version of Adobe Acrobat and click on the blue fields to type in your answers. If you cannot open and type into the document, please print it and write **legibly**. When the application is complete, mail, deliver, or email the completed application to the Greater Augusta Arts Council.

- Physical and mailing address: 1301 Greene Street, Augusta, GA 30901 (Sacred Heart Cultural Center)
- Email address: [pax@augustaarts.com](mailto:pax@augustaarts.com) with **subject line: Art the Box Application**

**You will receive an email confirmation when we receive your application. You should not consider your application complete until you receive this email.**

## APPLICATION MATERIALS CHECKLIST

Please include all of the following in your packet.

- One copy of THIS completed application cover sheet
- Artist statement for the design submitted
- Renditions of the imagery that is intended for the traffic box **on all sides for each design. Templates are included in this application packet.**
- If the design includes text, include a typed document of the text for proofing.
- Current resume detailing your experience as an artist
- Two image examples of previous work

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

EMAIL ADDRESS (that you regularly check) \_\_\_\_\_

TELEPHONE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP \_\_\_\_\_

TITLE OF DESIGN \_\_\_\_\_

SPONSORING BUSINESS/ ORGANIZATION (If Applicable) \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

CONTACT PHONE NUMBER \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

# **“ART THE BOX” ARTIST STATEMENT PAGE**

**MAKE AS MANY COPIES AS NECESSARY FOR ARTISTS SUBMITTING MORE THAN ONE DESIGN.**

**ARTIST FIRST AND LAST NAME**

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**DESIGN TITLE**

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**ARTIST STATEMENT FOR THIS DESIGN (please make certain your statement does not exceed this space)**

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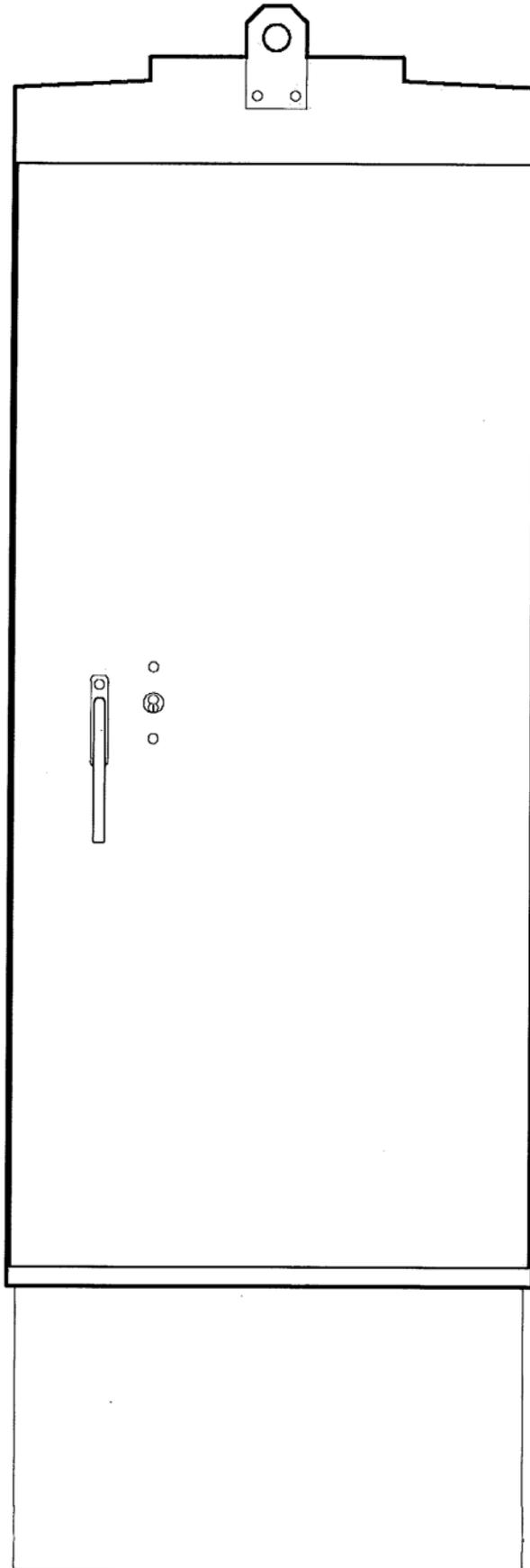
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**TRAFFIC BOX FOR WHICH THIS DESIGN IS SUBMITTED:** Please note the traffic box location for which you are submitting this design. If you are open to the selection committee choosing a location for you, please note that as well. Include the nearest intersection to the box’s location. Location selection is subject to Department of Traffic Engineering approval.

**Traffic box location:** \_\_\_\_\_

Check this box if you are open to the Selection Committee choosing a location

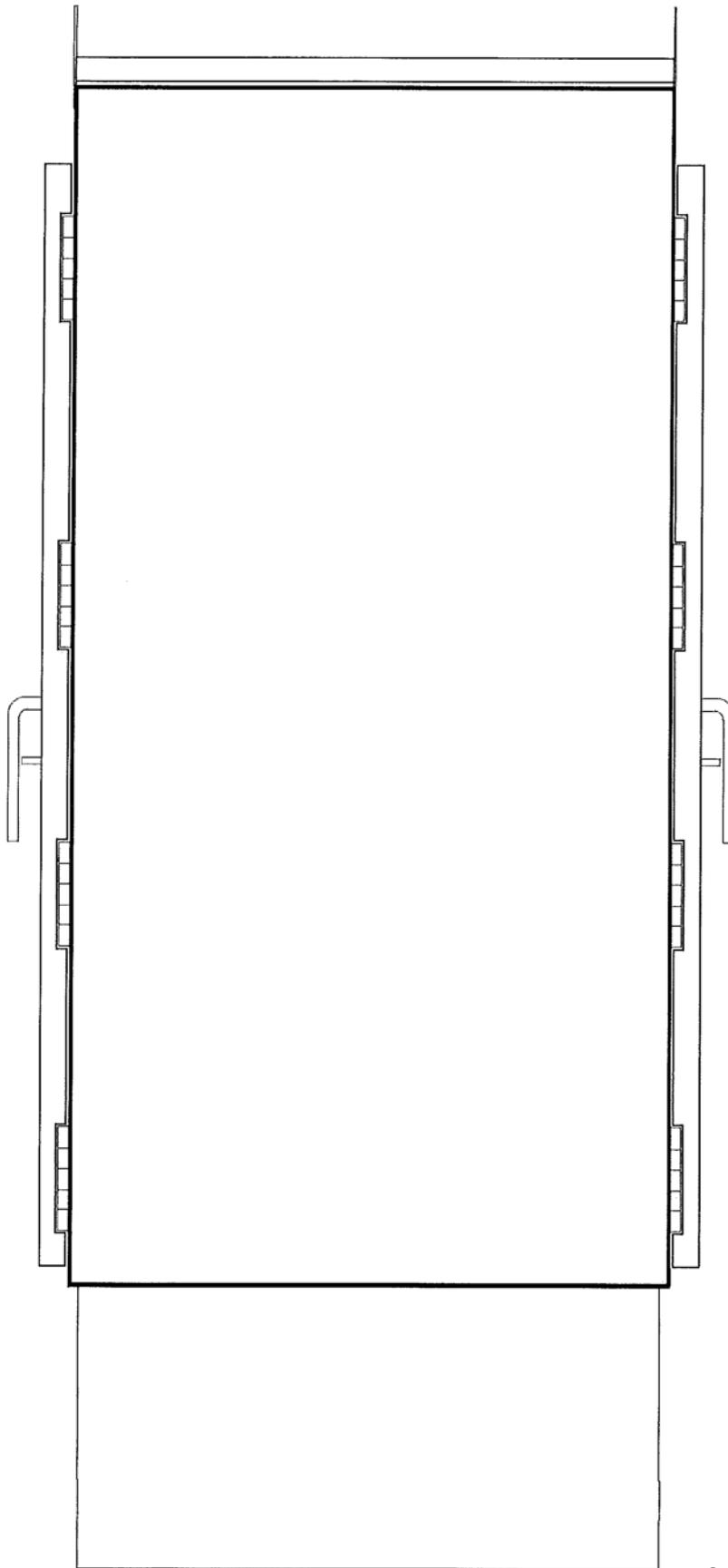
# TRAFFIC BOX TEMPLATE - SIDE ONE



ARTIST NAME

DESIGN TITLE

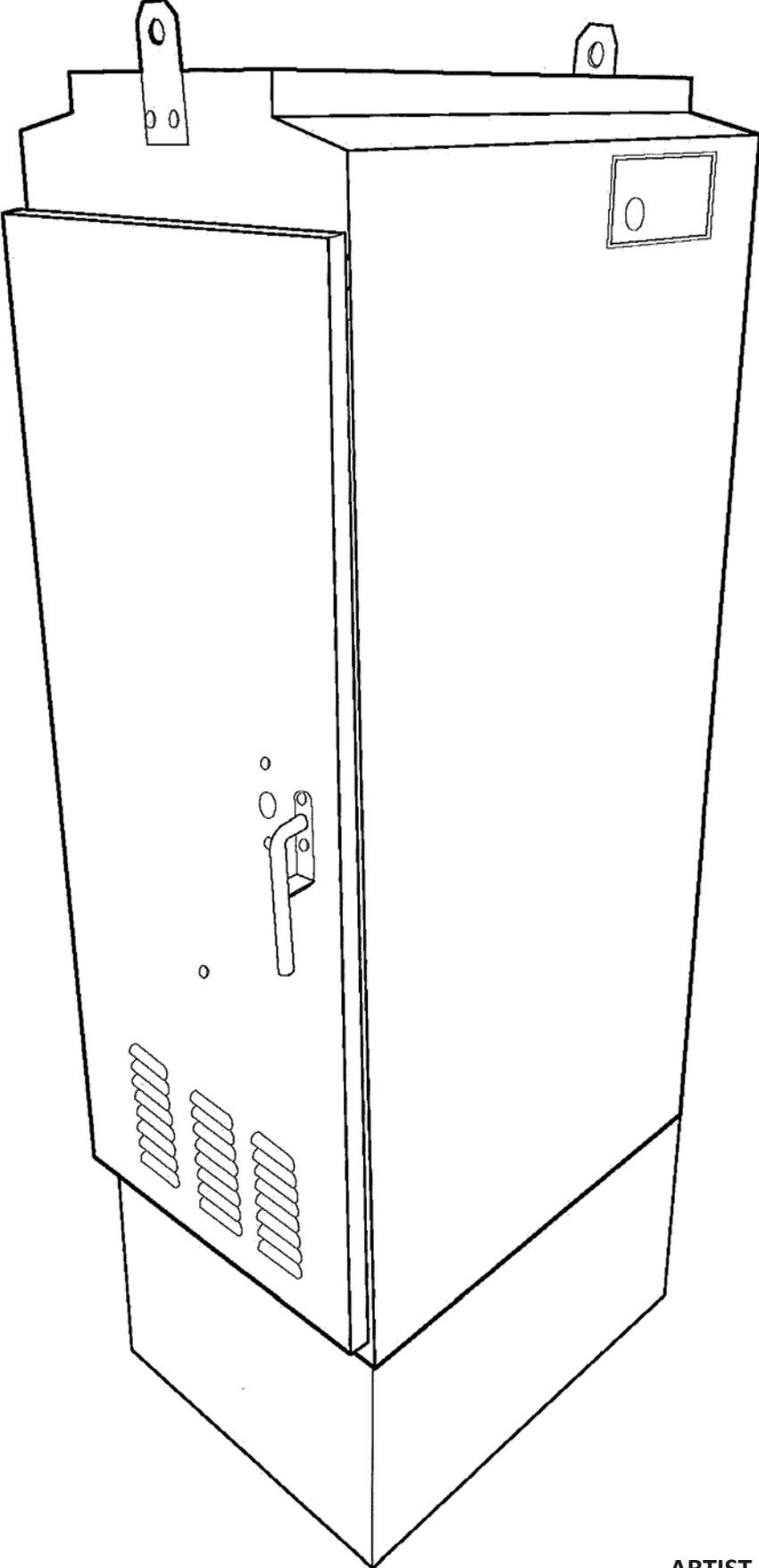
# TRAFFIC BOX TEMPLATE - SIDE TWO



ARTIST NAME

DESIGN TITLE

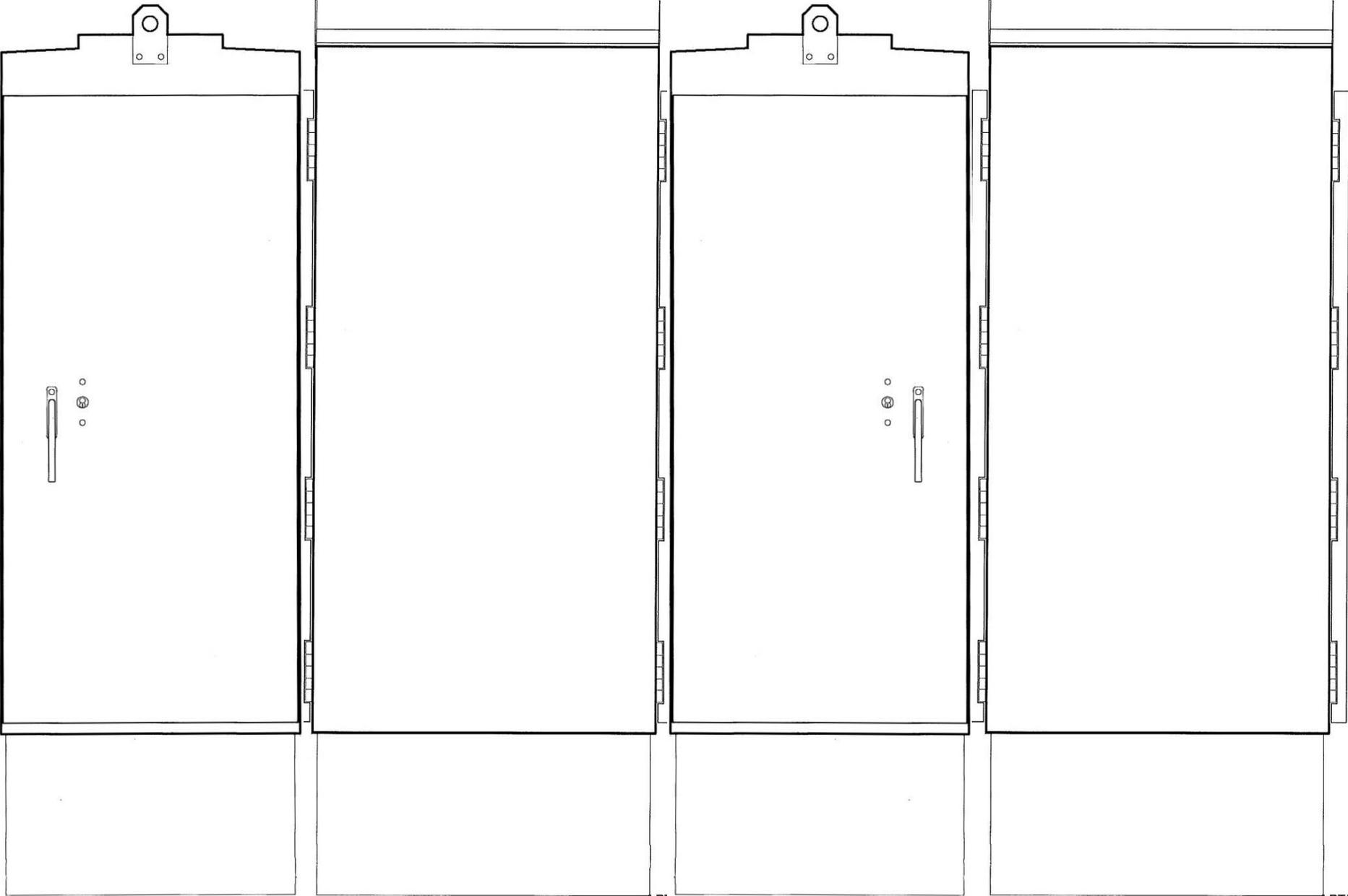
**TRAFFIC BOX TEMPLATE - SIDES THREE AND FOUR**  
**(use this view to demonstrate how the design meets at the corners)**



ARTIST NAME

DESIGN TITLE

**TRAFFIC BOX TEMPLATE – ALL FOUR SIDES LAID OUT FLAT (use this view to demonstrate any flow from one side to the next as it wraps around the box.)**



SIDE ONE

SIDE TWO

SIDE THREE

SIDE FOUR