



**Call to Artists
City of Norfolk, Virginia
Utility Box Art Wrap**

APPLICATIONS DUE: Wednesday, November 1, 2023

Norfolk Arts is seeking original artwork created by area artists to print on vinyl wrap that will be installed on traffic signal and utility boxes in Norfolk's Ward 3. The intent of the project is to beautify the neighborhood, bringing art to otherwise utilitarian surfaces and to provide local artists an opportunity to develop public art experience. Local artists, students, and artists of color are especially encouraged to apply. The opportunity is open to artists working in all mediums so long as the final artwork can be successfully translated to a digital file for print to be converted to vinyl wrap.

The artwork should be appropriate for display on a utility box and for the viewing public. Artists are encouraged to steer away from common iconography that is already heavily used in the city.

DEADLINE FOR SUBMISSION: Wednesday, November 1, 2023, at 11:59 pm

PROJECT FUNDS: Artists will be paid \$750 for each successful submission and use of their camera-ready artwork design.

CALENDAR:

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| Request for artwork published | August 4, 2023 |
| Application deadline: | November 1, 2023 |
| Selection announced | Winter 2023 |
| Delivery of artwork file | Winter 2024 |
| Artwork installed | Spring 2024 |

SELECTION PROCESS: Artwork will be selected upon successful submission of application by the Norfolk Arts Utility Box Wrap Advisory Committee. Selections will be made based on aesthetic quality and appropriateness for display on utility boxes and viewing by the public.

SUBMISSION PROCESS: Please submit the following four items by email to publicart@norfolk.gov. In the email subject line, include Wrap followed by your name.

Note that the letter of interest, resume, and image list must be sent by email as PDFs. Images must be sent by email as JPGs. We cannot accept Google Docs or use Dropbox.

- 1. Letter of Interest:** one page PDF outline of how your artwork imagery will translate successfully and how your artwork will take into consideration multiple types of viewers – pedestrians, motorists, cyclists, and what themes or inspiration inform your artwork. **Be sure to include your name, email address and phone number on the Letter of Interest.**
- 2. Resume:** maximum of two (2) PDF pages, outlining the professional accomplishments.
- 3. Artwork Images:** selection of up to 4 JPG images that will translate to digital files for print on vinyl. Submit JPG files only (do not use GIF, TIFF, or other formats). File dimensions should be 2050 pixels on the longest side, 72 ppi – 300 ppi, maximum 5MB per file.
Resize images online for free with Image Optimizer: Click "choose file" to upload image, select "normal", input max width "2050", max height "2050", download resized image.
- 4. Image list:** PDF with title, date, size, media, year, work was completed and short description describing your images.

Utility Box Art Locations, Blank Utility Box, and Examples of Utility Box Artwork

