

Downtown Fond du Lac Utility Box Art Request for Artist Proposals

Summary

The Downtown Fond du Lac Partnership is soliciting applications from qualified artists for the Downtown Fond du Lac public art utility box project. In this initial year, 12 images will be chosen to beautify utility boxes in the center of beautiful downtown Fond du Lac. Utility boxes will be wrapped with vinyl material the same as used in vehicle wraps. This project is made possible through generous financial support from the Fond du Lac Area Foundation.

Objectives

- To increase awareness and understanding of local art
- To present an affordable and accessible art experience for people of all ages
- To enhance the quality of life for the citizens of Fond du Lac
- To promote downtown Fond du Lac and the City of Fond du Lac as a cultural destination for visitors, artists and residents
- To provide a showcase for local artists

Artwork Criteria

- Intent of artists design should be to wrap the utility box on all four sides
- Original photos or artwork only - no copyrighted material
- Design may be duplicated on more than one side of the utility box
- Preferably no borders around artwork
- Top of utility box will not be wrapped
- Production requirements may alter the final design and positioning on the utility box
- Current projection is a 5-year life span

Artwork Specifications

- If selected – the art work will need to meet the following guidelines:
 - Electronic artwork can be submitted by Adobe photoshop files or in a .pdf format. 300 dpi.
 - Two different sizes are acceptable:
 - MAX SIZE: 30"x20"
 - MAX SIZE: 24"x12"
 - Hard copy artwork can be submitted on a flat sheet to be scanned on a flatbed scanner:
 - MAX SIZE: 30"x 20"

Selection Process

The Utility Box Project is coordinated by a committee of Downtown Fond du Lac Partnership. The selection committee will review the applications and select 12 designs. Upon notification of selection, exhibiting artists will be required to sign an Artist Agreement. The selection committee makes siting recommendations, upon approval of City staff. A \$200 artist stipend will be paid for each design chosen.

Selection Criteria

- Works are appropriate for viewing by residents and visitors of all ages
- Artwork criteria are met
- Received by deadline
- Designs by local Fond du Lac artists are preferred, but not required
- Designs reflective of Fond du Lac themes or history are preferred, but not required

Project Timeline/Deadlines

- February 15, 2018, 1:00 p.m.: Deadline for all submissions
- Late February 2018: Selection notification to all artists
- April-May 2018: Installation

Responsibilities

- Once selected, staff will work with each artist to photograph artwork.
- The Downtown Fond du Lac Partnership, Inc. reserves the right to photograph and reproduce images of the work for marketing and educational materials.
- The Downtown Fond du Lac Partnership, Inc. will promote the exhibit with planned events, Downtown Fond du Lac website, media releases, brochures, and calendar listings.
- Artists are encouraged to participate in interviews or other promotional activities during the installation process.

Submission Process

- Complete attached form and submit with a photo of artwork.
- Complete one form and at least one photo of artwork for each submission. Up to three entries per artist are accepted.
- Email the form and photos to amy@downtownfdl.com by 1 p.m., Feb. 15, 2018.
 - If mailing hard copies, they must be received by the same deadline.
- Incomplete applications and/or those received after the deadline will not be accepted.
- No application fee is required.

Application Deadline

Complete applications must be received by 1:00 p.m. on February 15, 2018.

Resources for Questions/ Submission Address

For additional information, please contact:

Downtown Fond du Lac Partnership, Inc.

Amy Hansen, Executive Director

30 S. Portland Street, Fond du Lac, WI 54935 (until February 1, 2018)

131 S. Main Street, Fond du Lac, WI 54935 (after February 1, 2018)

920-322-2007

amy@downtownfdl.com





Main and Forest



[Photo credit: joey zanotti](#)



Main and Merrill



[Photo credit: aaron anderer](#)



Main and Division



[Photo credit: mk30](#)

For informational/visual purposes only: There are three types of utility boxes in Downtown Fond du Lac. Our design company will lay out the chosen artwork to fit utility boxes individually.

Downtown Fond du Lac Utility Box Art

Please complete this form and include it with an image of your artwork by 1:00 p.m.
February 15, 2018

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone: _____

Briefly describe the artwork submitted and/or the inspiration for your artwork:

I understand and agree to all the terms of this Request for Proposal and confirm the artwork submitted is my own personal creation.

Signature and date

If submitting by mail, send application and photo of artwork to:

Downtown Fond du Lac Partnership
30 S. Portland Street (before February 1, 2018)
131 S. Main Street, Suite 101 (after February 1, 2018)
Fond du Lac, WI 54935

If submitting digitally, email all materials to: amy@downtownfdl.com