

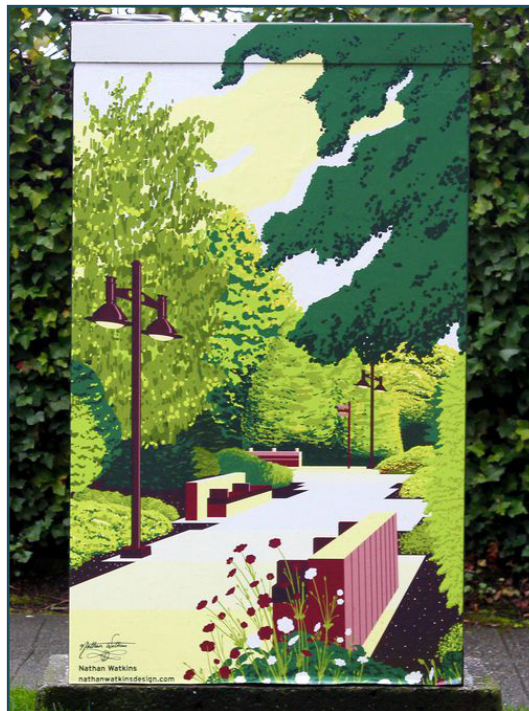
BALLARD ALLIANCE & BALLARD PUBLIC ART COMMITTEE

REQUEST FOR QUALIFICATIONS

UTILITY BOX BEAUTIFICATION PROJECT



UTILITY BOX ON MARKET ST
& BALLARD AVE



WRAPPED UTILITY BOX IN
FIRST HILL



RFQ Released: 12/17/18
Deadline for Submittals: 01/14/19

Ballard Alliance
5306 Ballard Avenue NW Suite 215
Seattle, WA 98107

PROJECT OVERVIEW

OPPORTUNITY

The Ballard Alliance and the Ballard Public Art Committee are working in partnership to incorporate more public art to the streets of Ballard through the Utility Box Beautification Project. By covering these permanent, nondescript elements of the street with artwork, we can create a more interesting pedestrian experience, promote community identity, and deter graffiti.

We are looking for an artist to provide multiple (2-3) digital designs for the vinyl wrappings that will cover

the utility boxes for 5-10 years. The wraps consist of five panels, one of which will include a map that highlights places to shop and dine in Ballard.

ABOUT THE PROJECT

Along Market Street, between 17th and 24th Avenue, there are six large metal Seattle Department of Transportation signal boxes. These utility boxes are necessary for controlling electrical equipment and can be transformed from being anonymous elements of the urban landscape to displays of artwork and neighborhood identity by having them covered in digitally designed vinyl wraps.

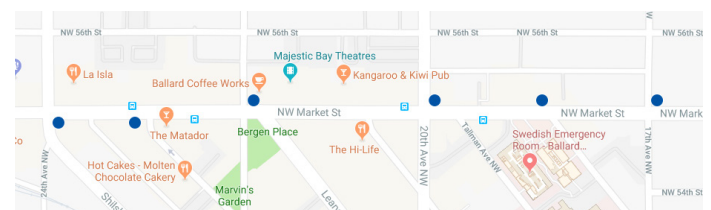
These wraps not only bring an element of public art to the street, but they greatly reduce the amount of graffiti on the boxes and the maintenance hours required to clean them. The wraps themselves consist of five panels, each panel must be digitally designed in order to be professionally printed on heavy-duty vinyl.

Utility box decoration can be seen in many other cities like Spokane, Renton, Olympia, and Tacoma, and various neighborhoods around Seattle like First Hill, Fremont, West Seattle, U-District, and South Park.

ABOUT THE BALLARD ALLIANCE & BALLARD PUBLIC ART COMMITTEE

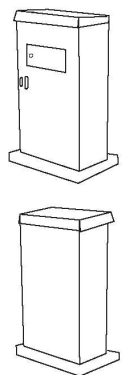
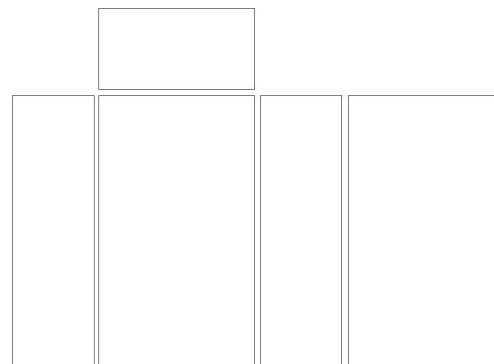
The Ballard Alliance works to promote the unique character of Ballard and to support opportunities for art in the neighborhood through monthly Ballard Artwalks, SeafoodFest, and more. For this project, the Ballard Alliance will be working with the Ballard Public Art Committee (a new committee formed by the Ballard Alliance including local business owners, residents, and people who work in the area) to ensure the needs and values of the community are upheld throughout the process of acquiring artwork and installing the utility box wraps.

UTILITY BOX LOCATIONS



VINYL WRAP TEMPLATE

SDOT TRAFFIC SIGNAL CONTROL BOX
STENCIL PLANNING AND PROPOSAL SHEET
TRAFFIC SIGNAL CONTROL BOX (TOP, SIDES AND BACK, APPROX. 1/8"=1' SCALE)
Dimensions vary. This template is 55" h x 31.5" w x 16.5" deep.



QUALIFICATION DETAILS

TIMELINE

RFQ release:	December 17th, 2018
Deadline for submittals:	January 14th, 2019
Artist notifications:	January 30th, 2019
Meet with steering committee:	February 5th, 2019
Artist check in:	February 19th, 2019
Deadline for final designs:	February 28th, 2019

INQUIRY CONTACT

All inquiries must be directed to our Point of Contact. All external communications will be managed through this Point of Contact:

Name: Kiana Ballo
Title/Role: Community Development Coordinator
Email: Kiana@ballardalliance.com

SUBMISSION REQUIREMENTS

This is an open competitive process. The RFQ outlines the step-by-step process and conditions that apply.

To submit your application for consideration please include the following:

- A cover sheet with your name, phone number, email address, and website (if applicable)
- A resume that includes your exhibition history, past projects, and/or experience with cooperative community-driven projects (max 2 pages)
- A minimum of three examples of previous work with brief descriptions
- A statement of interest including your vision for the utility box designs and your artist commission fees

EVALUATION CRITERIA

- Artistic quality exemplified in previous work
- Ability to think and work in a scale appropriate for outdoor public artwork
- Ability to convey community identity through art
- Ability to relate to multiple audiences (pedestrians, bicyclists, transit users, drivers)
- Ability and willingness to create utility box wrap designs according to the community's needs and the project budget
- Finalist entries may be subject to public vote on design

ADDRESS FOR SUBMITTING QUALIFICATIONS

Please email PDF submissions to our point of contact:

Kiana Ballo – Kiana@ballardalliance.com

Submittals by mail accepted if postmarked by January 14th, 2018 sent to the following address:

Ballard Alliance
C/O Kiana Ballo – Ballard Public Art Committee
5306 Ballard Avenue Suite #216
Seattle, WA 98107

- Please print submittals double-sided and minimize the use of non-recyclable materials