

BALLARD ALLIANCE & BALLARD PUBLIC ART COMMITTEE

REQUEST FOR QUALIFICATIONS

UTILITY BOX BEAUTIFICATION PROJECT



STANDARD UTILITY BOX ON
NW 57TH ST & 24TH AVE NW



WRAPPED UTILITY BOX ON NW
MARKET ST & BARNES AVE NW



RFQ Released: 4/8/2020
Deadline for Submittal: 4/22/20

Ballard Alliance
5306 Ballard Avenue NW Suite 216
Seattle, WA 98107

PROJECT OVERVIEW

OPPORTUNITY

The Ballard Alliance and the Ballard Public Art Committee are working in partnership to incorporate more public art on 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 two digital designs for the vinyl wrappings that will cover the utility boxes for 5-10 years. The wraps each consist of five panels with different dimensions for each box. Artist will be compensated \$500 per design, \$1,000 in total for the two designs.

ABOUT THE PROJECT

Utility boxes are common elements of streetscapes and are necessary for controlling electrical equipment. These boxes 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, 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.

Last year, the Ballard Alliance and Ballard Public Art Committee worked with two artists to wrap four utility boxes. For this year's project, some continuity on theme and color scheme with the previously installed designs will be necessary.

UTILITY BOX LOCATIONS



VINYL WRAP TEMPLATE



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 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.

QUALIFICATION DETAILS

TIMELINE

RFQ release:	April 8, 2020
Deadline for submittals:	April 22, 2020 @ 5:00 pm
Artist notifications:	May 6, 2020
Artist meets with steering committee:	May 8, 2020
Artist meets with steering committee:	May 22, 2020
Deadline for final designs:	June 8, 2020

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 visual examples of previous work with brief descriptions
- A statement of interest including your vision for the utility box designs

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