

# BALLARD ALLIANCE & BALLARD PUBLIC ART COMMITTEE

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## REQUEST FOR QUALIFICATIONS

## UTILITY BOX BEAUTIFICATION PROJECT



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



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



RFQ Released: 8/3/20  
Deadline for Submittals: 8/17/20

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

# PROJECT OVERVIEW

## OPPORTUNITY

The Ballard Alliance and the Ballard Public Art Committee (BPAC) 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 vandalism.

We are looking for an artist to provide one digital design for the vinyl wrap that will cover the utility boxes for 5-10 years. The wrap consists of five panels with approximate dimensions of 4 ft wide x 4 ft tall x 16 in deep. Artist will be compensated \$500 for the design.

## ABOUT THE PROJECT

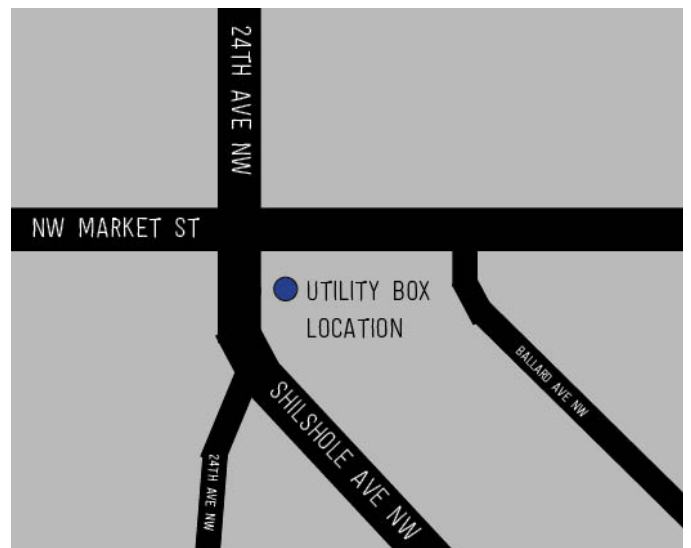
Utility boxes are common elements of streetscapes and are necessary for controlling electrical equipment. These boxes can be transformed from being anonymous elements of the urban landscape to displays of artwork and neighborhood identity by having them covered in digitally designed vinyl wraps.

These wraps not only bring an element of public art to the street, they greatly reduce the amount of vandalism 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.

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

## ABOUT THE BALLARD ALLIANCE & BALLARD PUBLIC ART COMMITTEE

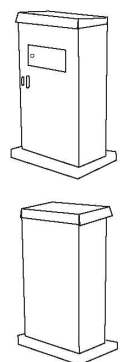
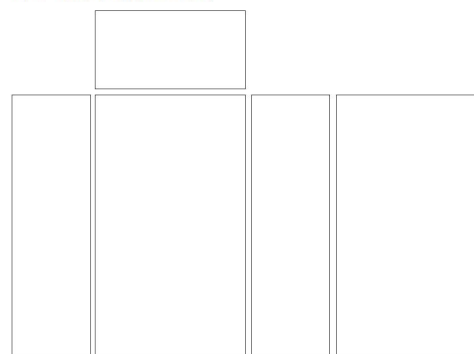
The Ballard Alliance works to promote the unique character of Ballard and to support opportunities for art in the neighborhood through monthly Ballard Artwalks, SeafoodFest, and more. For this project, the Ballard Alliance will be working with the Ballard Public Art Committee (a committee formed by the 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.



## VINYL WRAP TEMPLATE

SPOT 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

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## TIMELINE

RFQ release:	August 3, 2021
Public Q/A Session via Zoom with BPAC (link on next page):	August 10, 2021 @ 6:00 to 7:00 P.M.
Deadline for submittals:	August 17, 2021 @ 5:00 P.M.
Finalist artists notified, public voting process begins:	August 20, 2021
Final artist selected and notified:	August 27, 2021
Artist meets with steering committee*:	August 31, 2021
Artist meets with steering committee*:	September 14, 2021
Deadline for final designs:	September 28, 2021

\*Meetings may be via conference call

## COMPENSATION

The selected artist will be compensated \$500 for the completed utility box design.

## 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 - including an image that exemplifies your style that can be used to share online during the week-long community voting process to select the final artist
- A statement of interest including your written 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 will be subject to a public vote to select the final artist

## ADDRESS FOR SUBMITTING QUALIFICATIONS

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

Name: Kiana Ballo  
Title/Role: Programs and Events Manager  
Email: Kiana@ballardalliance.com

# ZOOM LINK FOR ARTIST Q/A SESSION

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**TUESDAY, AUGUST 10TH FROM 6:00 - 7:00 P.M.**

[HTTPS://US02WEB.ZOOM.US/J/82662175870](https://us02web.zoom.us/j/82662175870)



UTILITY BOXES  
BY STEVIE SHAO





UTILITY BOXES BY  
SARAH SIMON





UTILITY BOXES BY  
SARAH ROBBINS