

Call for Artists

Outside the Box Mural Program

Building Community and Bringing Art to Unexpected Places



OUTSIDE THE BOX PROJECT VISION

The Town of Reading has designed this program to spur creative placemaking, engage the community, and provide an Outside the Box Mural program for an on-going public art initiative. By painting murals on utility boxes together, we hope to bring art to unexpected places, provide enhanced visual interest to downtown, and increase foot-traffic to support Reading businesses.

The Town of Reading Planning and Economic Development Divisions are administering and funding this year's program. This inaugural year, a number of utility boxes will be chosen to be transformed into works of art. The boxes are located throughout the Town with this year's focus on the downtown.

ELIGIBILITY

The application process for this project is open to all artists that abide by the project guidelines. All artists and artists' guardians (if under 18 years of age), must sign the "Artist Agreement" form to participate in the program. Each individual artist may only paint one box per year however, Artists may apply as a group. For group submissions, a signed Artist Agreement for each participating artist must be included to the application form and design template.

SELECTION PROCESS

Submissions to the program will be reviewed by the Outside the Box Review Committee consisting of Town staff, art professionals, local business representatives, and members of the community (Review Committee). Once the artwork is selected, the artist (s) will be notified via letter, phone and/or e-mail within 30 days of submission. All artists who applied will be notified as to whether or not their proposed artwork has been selected.

ARTIST STIPEND

Artists will be awarded a **\$800 stipend**, inclusive of all artist fees, paints, and materials. Upon selection, and signed Artist Agreement, artists will receive an initial disbursement of funds for 30% (\$240) of the stipend with the remaining 70% (\$560) paid upon completion of the project. Completion of the project must be verified in person by the Review Committee or Town Planning staff before remaining funds are disbursed. Funds will be disbursed within 30 days of completion of the project.

Eligible Proposal Criteria: The main focus is to bring original ideas of art to areas of the Town in a nonconventional way.

Proposals will be judged on the following:

- Creativity
- Community Pride
- Originality
- Appropriate regard for the nature of the space and audience

Remember that the mural will be in a public area and must be suitable for all ages.

Timeline for Painting the Box: It is expected that the artist will be contracted with the Town no later than Mid-May 2020, and art prep/installation may start thereafter. All work must be complete by August 28, 2020.

Artist/Guardian Agreement: Selected artists and guardians are required to sign and comply with the 'Artist Agreement' on the following pages.

Outside the Box Application

Thank you for your interest in the Town of Reading's **Outside the Box Mural Program**. Please print the requested information clearly. Kindly submit this application, along with a signed original copy of the Artist's Agreement below, a colored copy of the proposed artwork (on the electrical box diagram provided with the application) and any other supporting information. If the artist is less than 18 years of age a parent or legal guardian must authorize their participation in the program.

Artist Information:

Name: _____

Address: _____

Phone #: _____

Email: _____

Website: _____

Have you participated in a Community Mural Program before? Yes No

Title of Submission: _____

Artwork Description: What is it? Why? Are there any inspirations or reasons behind the proposal, etc.?

Preferred Locations (please see photos attached):

1. _____ 2. _____ 3. _____

Please indicate any week(s) between May 4th and August 28th, 2020 that you will be available to paint the utility box. Artwork must be completed and approved by the committee before the final check disbursement.

Submissions are due by April 15th, 2020 at 3:00 PM. Please return the application to:

**Andrew MacNichol – Outside the Box Program
Reading Town Hall
16 Lowell Street
Reading, MA 01867**

or send to amacnichol@ci.reading.ma.us; 781-942-6674

Outside the Box Mural Program – Town of Reading Artist’s Agreement Form – Page 1

By submitting the application form to the Town of Reading (“Town”) for the Outside the Box Mural Program (“Program”), and by painting a mural on a utility box,
_____ (“Applicant”) agrees to the following terms and conditions outlined in this Agreement:

Ineligible Entries: A proposal will be ineligible for any one or more of the following reasons:

Contains:

- Copyrighted or Trademarked image or logo; a brand or business name or logo
- Art that is plagiarized, stolen or copied from another source (i.e. someone else’s idea)
- Artwork depicting political advertisement, religious symbols, logos, etc.
- Collage or has anything glued to the box or attached by any means
- Anything that defames or invades the rights of any person, living or dead. Anything that could be construed as harmful to a third party.

The Applicant acknowledges that:

- The Town has the right, in its sole discretion, to remove the art work at any time and for any reason, including without limitation any one or more of the conditions and requirements stated herein. The Town also has the right to remove or replace artwork if there is fault in workmanship, the artwork is vandalized or damaged beyond repair or if the utility box is damaged, needs repair or replacement.
- The approved painting and location may be advertised for repainting and re-added to the Outside the Box Mural Program after two years of the completion date.

Artwork must be original – By signing this agreement the artist represents that the artwork is wholly original art and does not infringe upon any patent, copyright, trademark, trade name, or other proprietary right of any person, organization or entity. In essence you are stating your artwork is original.

Authorization for Town’s use of artwork – All selected proposals will become property of the Town of Reading. The artist owns the copyright of the artwork created and may use it for portfolio purposes but not for commercial purposes for a period of two years after the completion date. The completion date is the date the art has the final topcoat and is reviewed by the Review Committee. The artist agrees to allow the Town of Reading use of the artwork image in any non-commercial way, to promote the program and the Town of Reading or associated events.

Release of Claims – In exchange for the Town’s permitting the Applicant to participate in the Program, the Applicant:

- a. Releases, discharges and holds harmless;
- b. Will not make a claim against or sue; and
- c. Waives a right of recovery against the Town and its representatives for any one or more of the following circumstances, events, or occurrences arising out of the Applicant participating in the Program:
 - Bodily injury or personal injury (i.e. libel, slander, defamation of character) to the Applicant
 - Town’s use of Applicant’s artwork – including, but not limited to, any and all claims or lawsuits for invasion of privacy, defamation or infringement of copyright use; or
 - Damage or vandalism to, loss of, or removal of Applicant’s artwork.

Outside the Box Mural Program – Town of Reading Artist’s Agreement Form – Page 2

Indemnification – Applicant indemnifies, defends and holds harmless the Town and its representatives from and against all claims, demands, lawsuits, causes of action, proceedings, losses, damages, costs, fees and expenses arising out of:

- An act, error or omission of Applicant from Applicant’s painting of utility box; or
- The artworks infringement on a patent, copyright, trademark, trade name, or other proprietary right of a third party.

Fire Department/DPW Requirements

- Levers, handles, keyholes and locks can be painted but only in a way that will not interfere with opening and closing mechanisms.
- Door hinges shall not be painted so the door will not lock in place.
- Do not paint over any identification numbers or codes on the box, please paint around them.
- To avoid overheating the image should include mostly light colors. Images with more than 20% dark colors may not be considered.
- The vents should never be covered, even temporarily. When painting the box please ensure paint does not drip inside the vents. Ventilation keeps the box from overheating and there are also sensitive electrical components within the box. Vents can be painted but in a way that will not restrict airflow.
- The Fire Department, Department of Public Works, et al must have access to these controllers at any given time, for servicing or repairs. Artists must work with these Town employees to ensure the safety of the community.
- Electric Utility Meters on the side of a utility box shall not be painted.

Other Mural Specifications

- The artwork that is included on the application must resemble the art that will be painted on the box.
- The artist should be prepared to adjust artwork as the size of the box may vary slightly from the dimensions included in the application.
- Artists must be careful of keeping the area around the utility box clean and must always allow access for wheelchairs and pedestrians. Remember this is a community program; the people encountered are our key focus.
- Proposals should include the artist’s signature as it would appear on the utility box. Signatures cannot exceed 2 inches x 8 inches in actual size and may include the copyright sign (©) with the date.

Painting and Materials/Box Preparation

The artist(s) is/are responsible for cleaning, lightly sanding, and gesso priming the utility boxes. The same Fire Department/DPW requests above must be followed.

Approved Paint Types:

- Artists must use professional high viscosity acrylic paint: Golden or Liquitex high viscosity paint, lightfastness 1, with low sheen, eggshell or satin finish (or similar approved products).

Top Coat Requirements:

- Artists are responsible for applying a top coat varnish sealant of the mural when done. Liquitex Soluvar, Golden GAC 200, or similar approved products shall be used. This is not a permanent varnish, but is weather and UV resistant and will enable better graffiti clean off if need be.

**Outside the Box Mural Program – Town of Reading
Artist’s Agreement Form – Page 3**

Stipend/Artist Responsibilities

- Artists will be awarded an \$800 stipend inclusive of all artist fees, paints and materials. Upon selection and execution of the Artist Agreement, artists will receive an initial disbursement of funds for 30% (\$240) of the stipend with the remaining 70% (\$560) paid upon satisfactory completion of the Project consistent with the requirements set forth above. Completion of the project must be verified by the Review Committee before funds are disbursed. An Artist must submit a W9 form with the application if they are to become a vendor. An approved artist shall meet with the Review Committee to discuss the timeline, materials, etc. before the painting of any box.
- Once the start date is determined by the committee and the artist; the artist will have approximately 3-4 weeks to finish the artwork (weather permitting).

Authority to perform agreement

Applicant represents that the Applicant:

- a) Has read this agreement and fully understands its contents; and
- b) Has the power to:
 - Enter and perform this Agreement; and
 - Make the grant of rights stated in this Agreement

By signing this ‘Agreement’ I understand that I am not an employee of the Town of Reading in any capacity. The artist(s) is/are considered an independent contractor(s).

Applicants Signature:

_____ By my signature below, I certify that I am eighteen (18) years of age or older.

_____ I am under the age of eighteen (18) years. My parent/guardian has read this form with me and has signed it below.

_____ Participant’s Signature
Date

_____ Contact Telephone Number
Home Address City/State/Zip

Parent/Guardian’s Signature:

_____ Parent/Guardian’s Signature
Date

_____ Contact Telephone Number
Home Address City/State/Zip

Applicant Checklist

Application – Please make sure the Application is filled out in its entirety. Please submit a photo of the desired utility box to be painted and provide its location.

Drawing – The proposal should be included on the enclosed ‘Design Template’ and should include all sides of the utility box. Please make sure to write your name on the back of the drawing. Your signature is fine on the front but may be disguised during the voting process.

Availability – Please indicate any week(s) between May 4, 2020 and August 28, 2020 that you will be available to paint the utility box.

Artist Agreement – Please sign and return with the Application and drawing.

W9 – Artist must submit a W9 Form with their application.

Your Proposal must be received by 3:00PM on April 15, 2020

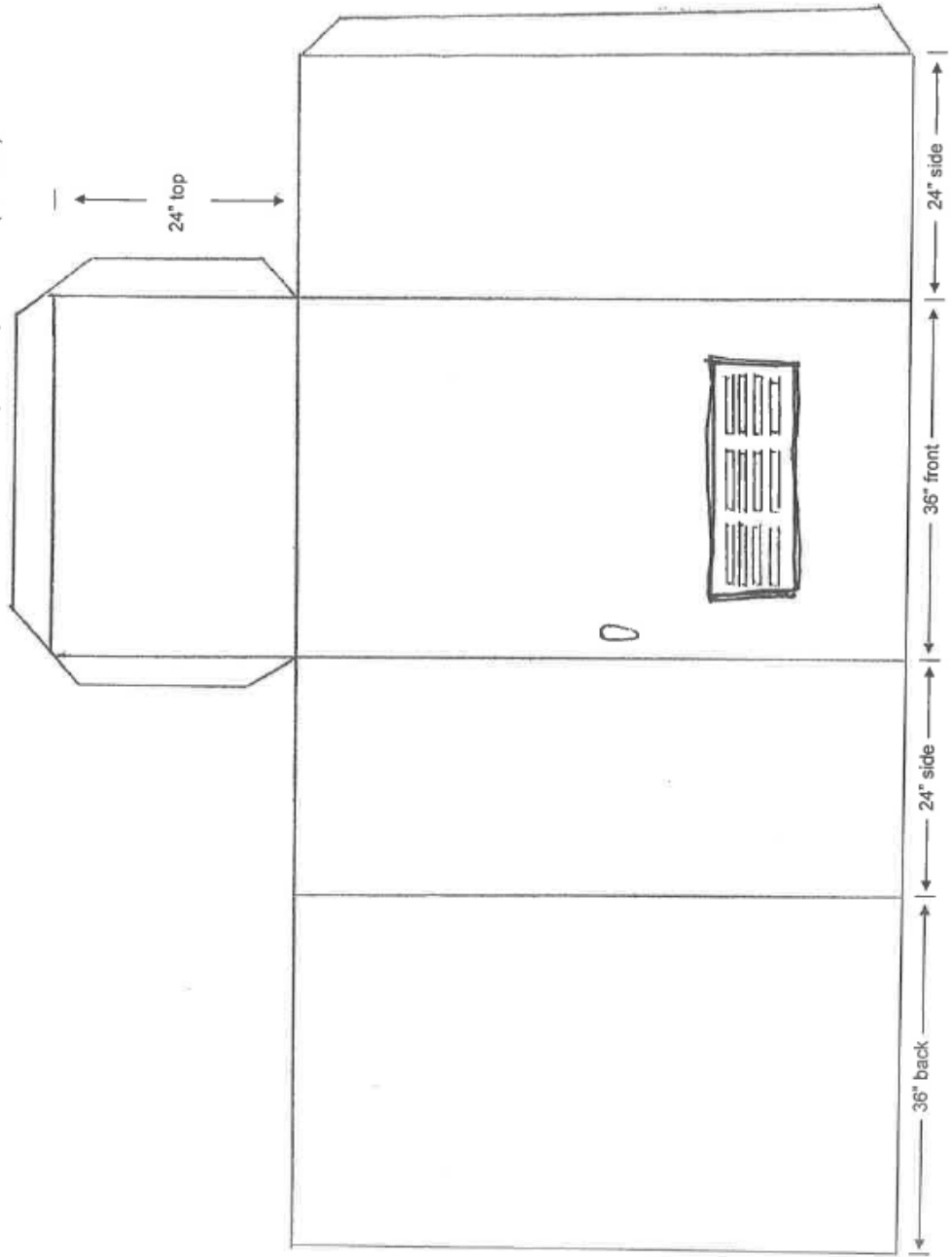
Late Submissions Will Not Be Reviewed.

Bring or Mail one printed version of the complete submission to:

**Andrew MacNichol/Outside the Box Program
Reading Town Hall
16 Lowell Street
Reading, MA 01867**

Or you may deliver by email by scanning and sending to amacnichol@ci.reading.ma.us; 781-942-6674. Please keep your hard copy. **All applications must be received by 3:00PM on April 15, 2020.**

Remember to include all sides in your proposal. If you would like to see the box in 3D, cut along the exterior lines and fold down the interior lines.
Note: The actual box may be a different size and the rear panels on three boxes are not easily accessible (or visible).

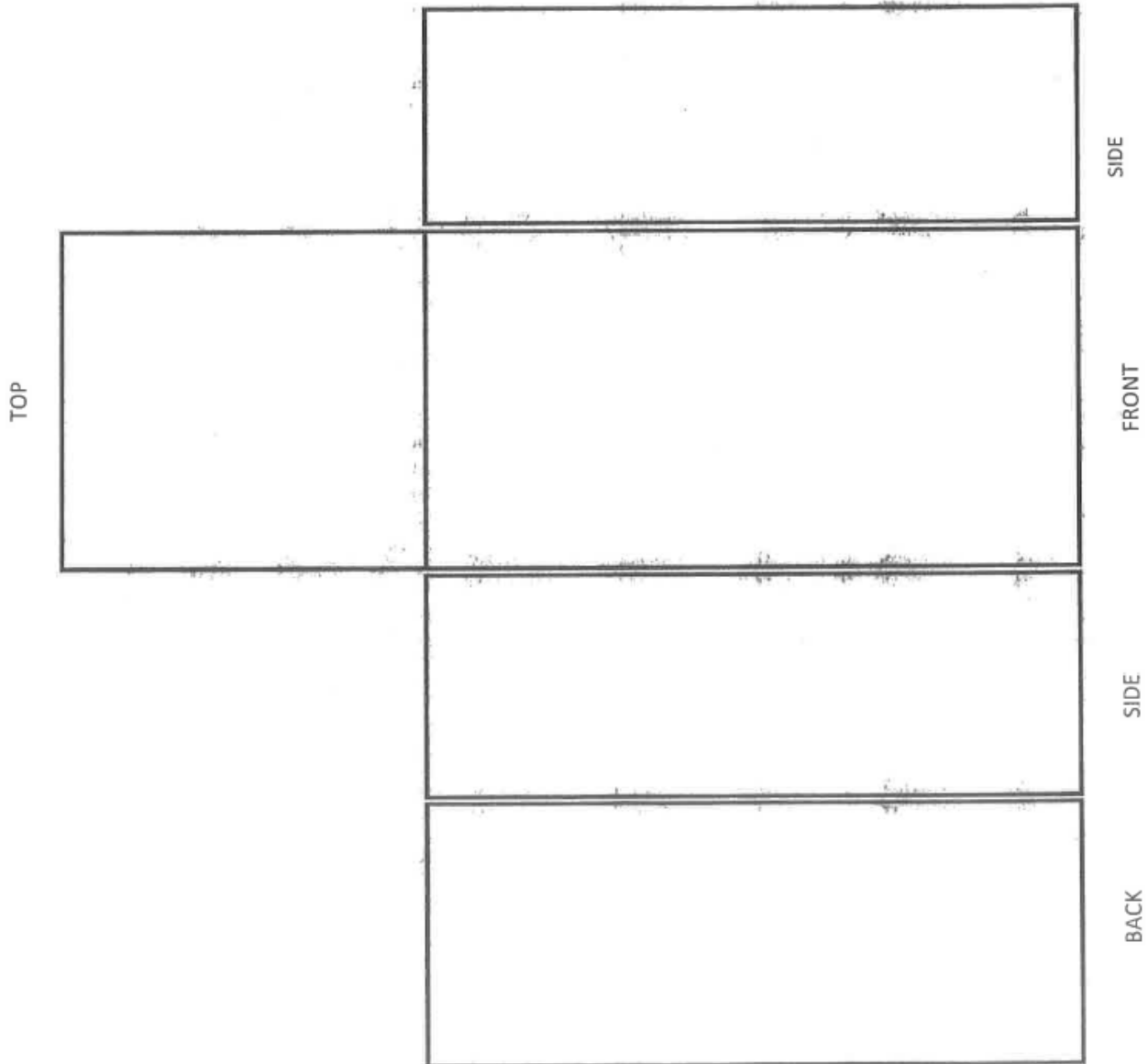


Design Template

Below is a template of a typical utility box showing four sides and the top Use it to sketch the images as it would be printed. Unique colors and bold graphics work well, along with the bright images that can be seen from a distance.

Actual utility boxes vary in size, shape and have various vents, seams, doors, and handles. Be prepared to adjust art work to fit a unique utility box.

The Selection Committee will use this submittal along with the application to select the winning artists.



Artbox Locations

Please remember only one box per Artist

Haven Street and Main Street: This location includes two utility boxes. The goal of these Artboxes is to create a sense of connectivity and draw people from Main Street to the Haven Street corridor and from the Train Depot to Main Street. This corner is the entrance way to Haven Street. Haven Street includes a mix of newly conserved historic buildings including the M.F. Charles Building, mid-century modern building at 580 Main Street, and the Postmark building.



Salem Street and Harnden Street: This location includes three utility boxes. This location is a gateway into Reading and a high traffic area. This location has a great view of the Reading Town Common and the Historic Old South Church. Due to the number of boxes in the area, the Committee is looking for artists to consider working together on a collaborative work that spans across these three boxes.



Washington and Main Street (Elm Park): This location includes two utility boxes. This location is the southern gateway into Reading's downtown. This park is owned by the Town of Reading and the park and Little Library are maintained by the Reading Lion's Club. It is requested that the artist consider a piece with a theme of volunteerism and community pride in honor of the Lion's Club's mission.

