

# REQUEST FOR PROPOSAL-- POWER BOX WRAP PROJECT

## INTRODUCTION

The Detroit Lakes Public Utilities (PUC) in conjunction with the Detroit Lakes Arts & Culture Commission (DLACC) is pleased to release a call to artists for its Power Box Wrap Project. The city is seeking artists to create designs which will be printed on vinyl wraps and installed on power boxes throughout the city. See below for photo and map of the utility boxes. Artists may submit a proposal for one or more of the power box locations.



## BUDGET

The City will pay a \$500 stipend to the Artist for the time and artwork created for each utility box. The stipend includes all costs associated with design. The City will pay for the printing and installation of the artwork. Half of the stipend will be paid prior to beginning the work; the remaining will be paid after the work is completed.

## ARTIST INFORMATION & GUIDELINES

- Artist may submit as many designs as they wish. Submission of design does not guarantee selection.
- Artist may create new work or propose use of an existing piece of original work, but existing works should not already be displayed as public art within 75 miles of Detroit Lakes.
- Each design submitted must be on a separate submission form with all 4 sides of the design completed. Designs not using **DL Power Box Project Application** form (last page of RFP) will not be considered.
- Artists must sign and submit the Artist Application and, if selected, must also sign the Artist Agreement to participate within the timeline.
- If their design is selected, the Artist will retain copyright and associated intellectual property rights of their design, but Artist will *not* retain any ownership rights in the artwork applied to the power box.
- Artwork may be created using a variety of different mediums. Paintings, photographs, drawing, collages, etc. will be photographed or scanned in to create the digitally printed vinyl wrap.

## DESIGN PARAMETERS

- Mural shall be a quality work of art and appeal to a broad audience.
- Designs may not be political, profane, defamatory or derogatory in any way. Tobacco/vape, firearms/weapons images are not acceptable. Any use of corporate logos must be done tastefully and with full written approval and permission of the owner of the logo copyrights.
- Utility boxes differ slightly in size, so final dimensions and templates will be provided after artist is selected. Artist may need to work with City to adjust design to fit power box.
- Each panel could be a different design or all panels could flow together as one large rectangular work of art.
- Artwork shall have a relationship to the City of Detroit Lakes and surrounding area. Relationship may be literal or abstract. Examples of themes include Detroit Lakes' people, culture, physical environment, natural environment etc. The intent of this provision is to provide broad direction to artist to allow for the greatest flexibility in the artwork's design. We encourage the use of color to make a visually interesting complement to the surrounding area.
- Artwork will be displayed on 3 1/2 sides of utility box. Half of one side of each power box is reserved for information on the project, artist, and sponsors.

## DIGITAL ART SUBMISSION REQUIREMENTS

Artist must submit a digital design to be used by City as a vinyl wrap for the power box:

- All designs must meet the following format specifications:
  - Preferred file types: .AI, .EPS, .PDF
  - Other acceptable file types: .JPG .PSD, .TIFF, .PNG
  - Color Profile: CMYK
  - Bleed: Please add a minimum of 1" bleed to all sides of your file
  - Resolution: 300 dpi
  - Files must be 10MB or Less
- A PDF of the design must also be submitted.

## APPLICATION PROCESS

To apply, please submit by e-mail a completed Artist Application as well as a file of the concept of artwork for the power box. If artist is submitting multiple concepts there must be a separate form filled out with every submission. Submission may be a conceptual drawing that closely resembles the planned finished design as we recognize that some designs may need to be adjusted to fit specific power box.

Submit application, design digital image (see .AI or .EPS file preferred), and a PDF of design by **4/15/23** to [artandculture@cityofdetroitlakes.com](mailto:artandculture@cityofdetroitlakes.com).

## SELECTION PROCESS

The Detroit Lakes Arts & Culture Commission will review proposals. After selection has been made the City will enter into a contract with the artist. Contractual terms will be addressed at that time. Upon selection, Artist will be provided a **power box template** to adapt their design to the power box. Adjustments to design may be necessary to fit power box. Each power box is a different size.

## PROJECT TIMELINE

### DEADLINE FOR SUBMISSION: APRIL 15, 2023

- 3/15 - Launch Program / Solicit Artists
- 4/15 - Concept Deadline for artist design submissions
- 6/1 - Concept selection and City Approval
- 7/1 - Art Exchange / Wrap Creation
- 8/31 - Deadline wrap installation
- 9/15 - Kick-off Event



## DL POWER BOX PROJECT ARTIST APPLICATION

Artists should bear in mind the audience will be broad-based and of all ages, so designs must be appropriate for public display. No political, profane, defamatory or derogatory designs allowed. Tobacco/vape, firearms/weapons images are not acceptable. Any use of logos should be done artistically/tastefully and with copyright permission.

Name: \_\_\_\_\_

Your name as you wish it to appear for publicity: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

Proposed title for your design (limited to 40 characters, including spaces and punctuation):  
\_\_\_\_\_

Please note that all application materials become the property of the City of Detroit Lakes and cannot be returned to the artist. All rights to designs not selected remain the property of the artists.

### By submitting your design application, you confirm that:

1. You are the original creator of your design and have not copied anyone else's original work.
2. Your design does not infringe on anyone else's intellectual property rights or copyrights.
3. To the extent anyone else has contributed to your design, you shall obtain a signed, written agreement from that person assigning all of their rights in their contribution to you.
4. You may create new work or propose use of an existing piece of your original work. Existing works should not already be displayed as public art within 75 miles of Detroit Lakes.

If selected as an Artist for a power box, you must sign an **Artist Agreement** (to be provided). By signing, dating and returning the **Artist Agreement**, you will indicate your understanding that, while you retain the copyright and other intellectual property rights relating to your design, you grant the City of Detroit Lakes rights to the completed power box artwork and perpetual rights to use images of the completed power box artwork as they see fit. You are granting the City all rights and permission to use the image to print and apply as a vinyl wrap on a power box. If your design is selected, you will be paid a stipend of \$500 for the power box artwork. The City of Detroit Lakes will own the entire right, title and interest in the final completed power box. You will be acknowledged as the artist on power box signage and in appropriate print and online publications. You will retain copyright of your design, but the City of Detroit Lakes owns the power box and the art applied thereon, and you grant unlimited use of images of the final work completed on the Power Box Project to the City of Detroit Lakes.

### Assurances and Terms

By signing this Application, I agree to all of the terms of the previous pages of the Artist Application, and all such terms are hereby incorporated into this Application. I certify that all statements made in this application are true. I agree to release any claims against the City of Detroit Lakes and its employees, volunteers, the Detroit Lakes Arts & Culture Commission, and private property owners that may arise regarding the use of my design or sculpture. I have read all the requirements of the **DL Power Box Project** and will sign the **Artist Agreement** attached.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_