

Southwest Traffic Control Box Art Request for Proposals

Closing Date: February 28, 2023

Project Overview

The Southwest Business Improvement District (SWBID) seeks artist proposals for digitally-created graphic designs to wrap traffic control boxes within the SWBID boundaries.

This is the third round of installations after installing [13 vinyl cling wraps](#) from 2021-2022.

We have identified several traffic control boxes throughout the Southwest neighborhood to feature unique artistic designs. Selected designs will be professionally printed on vinyl wrapping and installed by the printing company. The expected lifespan for these artistic wraps is 5-7 years but may be removed early depending on their condition.

Artwork requirements are below:

- Artwork should reflect the culture, spirit, and history of Southwest, DC, which is considerate of the box's location
- The art may be representational or abstract but may not contain advertising, religious art, sexual content, negative imagery, or convey political partisanship
- Color schemes cannot use darker color shades and shall not increase the temperature of the cabinet
- It cannot include any form of advertisement or copyright-protected images
- Artwork shall not include speech of any kind
- Artwork cannot include any form of advertisement or copyright-protected images
- Artwork should be designed digitally so the printer can use the design files to create the vinyl wraps. Final designs should be at 150DPI

There are three sizes of traffic boxes. You can view the sizing information in Attachment A.

Site Description

While we have yet to determine which traffic boxes will be included in this installation round, we know that at least five (5) boxes will be selected. All potential locations identified are in highly visible intersections in Southwest. The artwork will be viewed by Southwest residents, visitors (locals and tourists), and office workers. The locations were selected for their high visibility and proximity to neighborhood parks, transportation hubs, and other points of interest.

The number of locations included in this round of installations has yet to be determined and will be based on permitting and available funding. If additional funding becomes available, we will pull from these RFP applications and notify the artist if and/or when funding becomes available. Additional details will be provided via email once selections have been made. A list of all of the

traffic box locations via Google Maps can be found [here](#), and each potential location links out to a google street view.

If your artwork is selected, we will assign you to a location and implement design and size files for that location.

Timeline

- Application due by 11:59 pm on February 28, 2023
- The winner will be announced on or around March 15, 2023
- Final artwork design by April 6, 2023
- Artwork installation in Spring 2023

Budget

Selected artists to create final designs will receive a \$500 stipend per traffic control box design. The SWBID will pay for the printing and installation of the vinyl wraps.

Application Process

Please fill out [the google form](#) and attach all additional documents as ONE PDF in the form. If you cannot upload your attachment, please email it to jhimmelrich@swbid.org.

Link to Google Form: <https://forms.gle/TKevqyG83KoAUFkk7>

Items in the application must include the following:

- Contact information, including name, email, phone, and social media handles
- Proposal of work, including renderings or draft sketches
- Short description of the work, interpretation, and intent for their proposal
- Artist's portfolio of similar work samples with photos, roles, budget, and clients

Please note that while we require a draft rendering or sketch, if selected, the shape of the box will be assigned at award, and renderings may need to be revised to fit that location.

While we welcome multiple applications from each artist, we will limit final selections to up to two (2) designs by a single artist.

Review Criteria

A review committee of community stakeholders, including the SWBID, ANC, and Southwest residents, will review applications and select one finalist. Reviewers will base scores on the categories below:

- Artistic content: high-quality artwork and designs, experience with related projects, exhibits creativity
- Connection to community: reflective of the site and neighborhood and a willingness to work with the community
- Capacity: understanding of project goals, demonstrated ability to work within budget and timeline
- DC/Southwest-based artists will be given preference in the instance of identical scoring

Terms & Conditions

DDOT and the SWBID have the right to work with the artist to make minor adjustments to the selected designs.

The SWBID will use the work's imagery in marketing and promotional materials with artist credit.

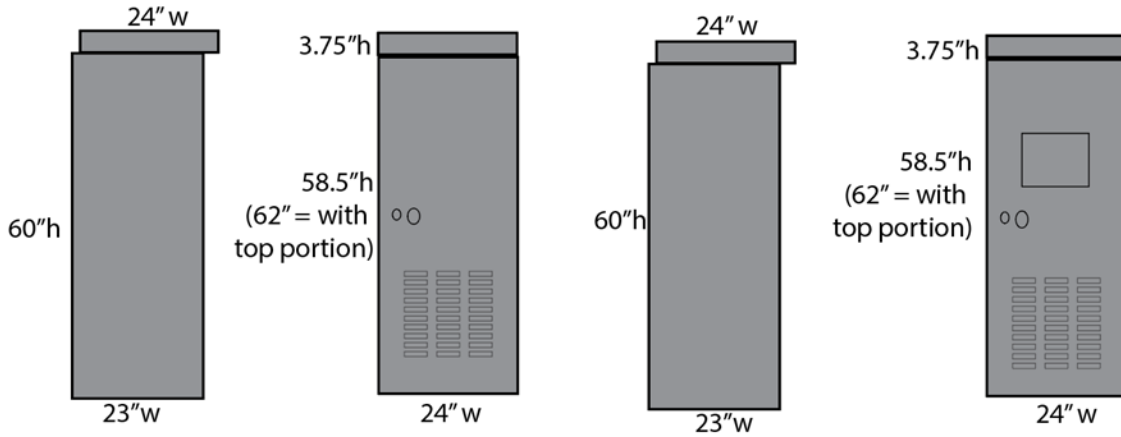
For questions, please contact Jessie Himmelrich (jhimmelrich@swbid.org).

Attachment A - traffic box diagrams/sizing

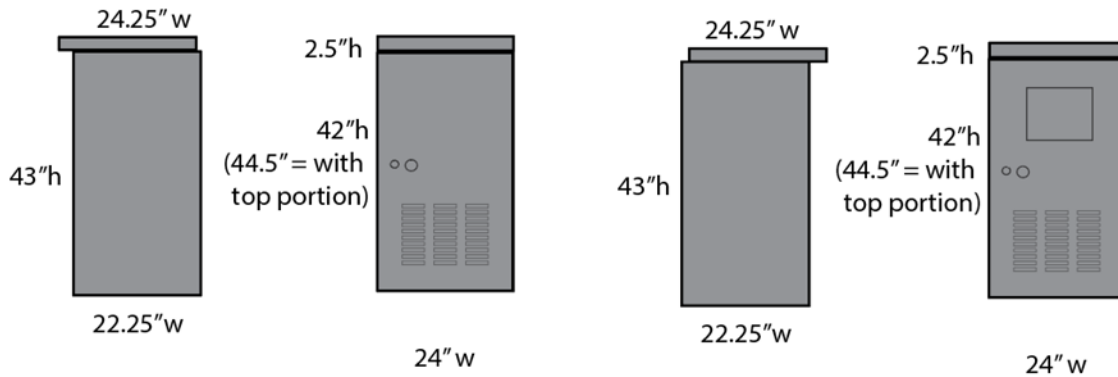
Attachment A

Traffic Box Sizing

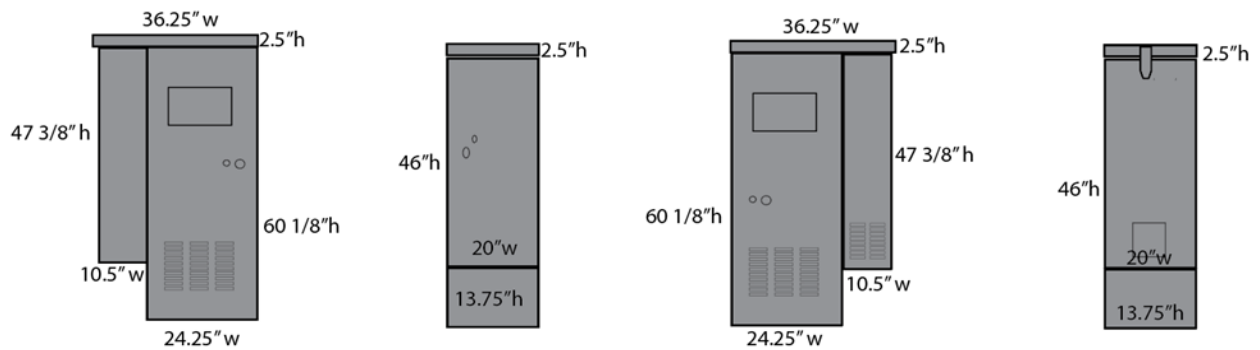
Tall Box (Type A)



Short Box (Type B)



Box with cabinet (Type C)



Note: Please include a 2" bleed in all designs