

Southwest Traffic Control Box Art Request for Proposals

Closing Date: January 26, 2025

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 seventh round of installations after installing [35 vinyl cling wraps](#) to date.

We have identified several traffic control boxes throughout the Southwest neighborhood that will feature unique artistic designs. The printing company will professionally print the selected designs on vinyl wrapping and install them. The expected lifespan for these artistic wraps is 5-7 years, but depending on their condition, they may be removed early.

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.

If your artwork is selected, we will assign you to a location and share design and size files for that location. A list of all the traffic box locations via Google Maps can be found [here](#), and each potential location links to a Google Street View.

Timeline

- Application due by 11:59 pm on January 26, 2025
- The winner will be announced on or around February 7, 2025
- Final artwork design due March 3, 2025
- Artwork installation in April 2025

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 complete [the Google form](#) and attach all additional documents as ONE PDF. If you cannot upload your attachment, please email jhimmelrich@swbid.org.

Link to Google Form: <https://forms.gle/Niddb6At1VCFeYCH6>

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

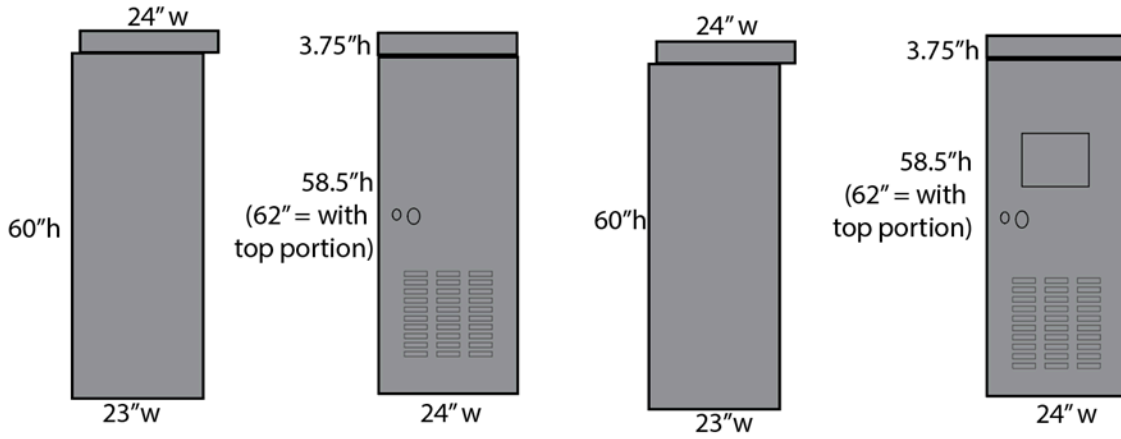
DDOT and the SWBID have the right to work with the artist to make minor adjustments to the selected designs.

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

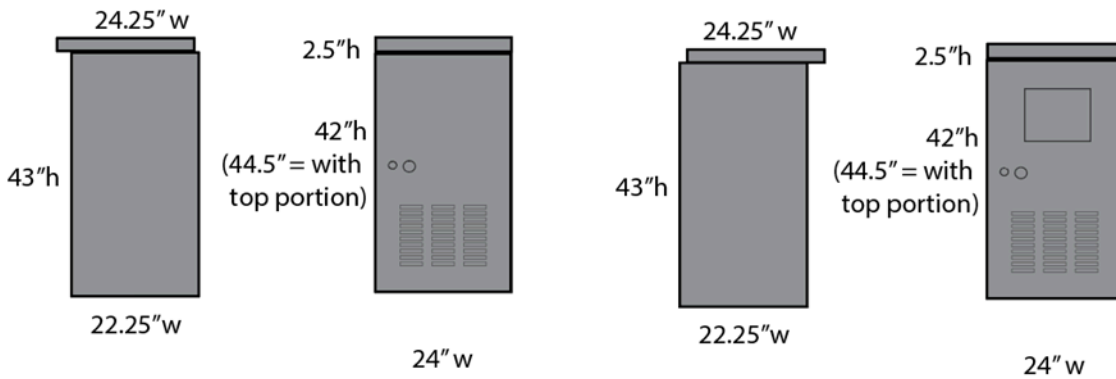
For questions, please contact Jessie Himmelrich (jhimmelrich@swbid.org).

Attachment A - traffic box diagrams/sizing

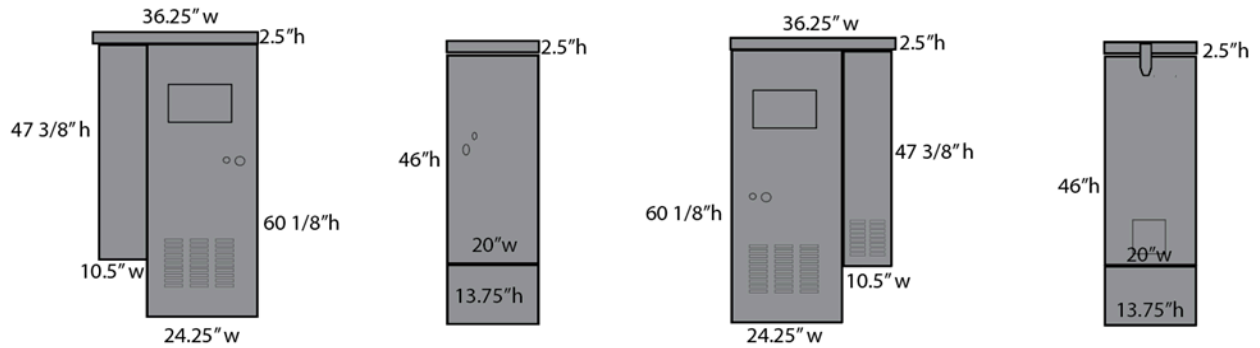
Tall Box (Type A)



Short Box (Type B)



Box with cabinet (Type C)



Note: Please include a 2" bleed in all designs