

CALL FOR ARTISTS: TRAFFIC BOX COMMUNITY CONNECTOR

Submittal Deadline

December 18, 2020

\$1,000 honorarium

OVERVIEW

Today, health care is often one-size-fits-all. But imagine a future where your health care is tailored to you. The *All of Us* Research Program wants to make that future possible.

All of Us is seeking one million or more people from across the United States to help speed up medical research. People who join share information about their health, habits, and what it's like where they live. By looking for patterns from a diverse group of participants, researchers can learn more about what makes people sick and what keeps them healthy. It's all part of the largest health data collection effort, and it's helping researchers find better treatments and prevent diseases for all of us.

The *All of Us* Research Program is holding a call for artists' designs to transform select traffic signal and utility cabinets in Denver, Colorado and Seattle, Washington. The designs should be reflective of the program's core values to promote diversity and inclusion in health research and represent the local community. The project aims to drive awareness and education about *All of Us* and boost enrollment in communities historically underrepresented in biomedical research. This project utilizes public art to celebrate community diversity and enhance the visual landscape. Artist designs will be printed on vinyl and installed on locally-maintained signal box cabinets in high-traffic areas. In addition, each traffic box will contain a prominently placed QR code that engages passersby in an augmented reality experience introducing the program's values and goals.

DEADLINE

December 18, 2020

ELIGIBILITY

Open to artists, graphic designers, and illustrators residing in the states of Colorado and Washington. Designs must be original artwork and can be created in any medium, but must be represented in, and is submitted as, a high-resolution digital image without loss of integrity or quality. Artists are responsible for purchasing the rights to use any imagery within the context of the design. *All of Us* is committed to diverse representation. Individuals from underrepresented and marginalized communities are encouraged to submit designs for consideration. Artists under the age of 18 will require parental consent if selected as a finalist.

SELECTION PROCESS

A selection panel will review proposals. Panelists will include local representatives from each city and *All of Us* partners. Selected designs may be used in more than one location.

SELECTION CRITERIA

There will be three (3) rounds of reviews by different panels who will use the following criteria:

- Artistic merit and visual strength
- Adherence to project theme:
A Healthy Future for *All of Us* – A positive representation of your city’s diversity and the potential of precision medicine research.
- Contribution to the local aesthetic and cultural atmosphere
- Appropriateness of subject and concept for a public space
- Ability to translate the design into a large format.
- Completeness of the application submission as outlined in this announcement.
- Artwork will be disqualified if it portrays content which violates copyright or other known legal ownership interest, profanity, obscenity, indecency, violence, pornography; discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or nationality; defamation or personal attacks.

HONORARIUM

Each of the selected artists/artist teams will be awarded a \$1,000 honorarium for their design and the unlimited, licensed use of that design for program purposes. Fabrication and installation of design is not part of the artist’s work. If selected, the artwork is considered licensed for unlimited use in *All of Us* materials.

SUBMISSION REQUIREMENTS

Please submit the following materials no later than 5pm EST on December 18, 2020

All submissions should be made at <https://woobox.com/dcwm99>

1. **Statement of Interest.** Address the concept(s), design(s), and how you approached this project. in 500 words or less.
2. **State of Residence.** Artists must verify their residence in the state (Colorado or Washington) for which artwork is being submitted. Selected finalist must be prepared to provide proof of residence.
3. **Original Artwork:** Artists may submit a maximum of two (2) designs. Designs must be submitted in both of the following formats:

Web-quality JPG file(s) adhering to the following specifications:

- 100 dpi
- Minimum 800px x 600px, maximum 1600px x 1200px
- Illustrating all four sides of the traffic box, excluding the top
- Submitted within the attached traffic box template (see page 5).

Print-ready vectorized and fully editable files, adhering to the following specifications:

- Accepted formats: .AI, .EPS, or .PSD (Artists requiring assistance should seek the guidance of a qualified graphics technician.)
- 100 dpi
- Full 1:1 scale for large format printing
- 1-inch bleed
- Titled using the following naming convention: ImageNumber_ArtistsLastName, i.e. O1_Smith, O2_Smith

- 4. Acceptance of the terms and conditions specified at the time of submission, inclusive of:**
- Permission to contact you for additional files, modifications, etc.
 - Unlimited use of artwork and/or original designs
 - Confirmation that artwork is an original piece and not on display in any other public art programs or ongoing gallery exhibitions.

DESIGN CONSIDERATIONS

1. Designs must conform to the shape of the attached template on page 6. Actual size of traffic boxes may vary. If selected, artists should be prepared to coordinate with Montage Marketing Group to finalize the design.
2. Not all traffic boxes will be wrapped on the top. When preparing your design, please avoid including key design elements on the top of the box. However, include a design treatment for the top of the box.
3. Aesthetic use of the structures of the traffic boxes themselves is strongly encouraged (samples on Pg. 4).
4. When being installed, panels may not continue in a clean fashion around edges and corners. Some boxes will have vents, folds, screws, and handles in unique locations and will have holes cut to accommodate those features. (samples on Pg. 4)
5. Designs that incorporate commercial advertisement or text will not be considered.
6. Designs must not contain any representation of traffic signage, lights, or signals.
7. This program in part aims to deter vandalism. Designs that exhibit those characteristics would be subject to a more thorough evaluation.

Timeline

November 20, 2020	Art Call Announcement
December 18, 2020	Submissions due by 5pm EST
December 21- 31, 2020	Selection Committee Reviews
January 14, 2020	Selected artists contacted
January 2021	Wrap fabrication
February 2021	Wrap Installation

DISCLAIMER

Montage Marketing Group reserves the right to delay or reschedule the conduct of, cancel, or reissue this Call for Artists for any reason. Applicants will be advised in the event of a delay, cancellation, or re-issuance.

Montage Marketing Group does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran: and is an Equal Opportunity Employer promoting Fair Housing Standards.

QUESTIONS AND COMMENTS

Tatiana Herrera, Experiential Marketing Program Manager
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OPEN ART CALL

SAMPLE BOXES



These are examples from other programs across the nation.
See template on page 5

TEMPLATE

1. Please read the Guidelines and Design Considerations on Page 3
2. Actual utility boxes vary in size and shape. See most common template below.
3. Artist must submit a jpeg or high-quality graphic file of their design submission within this template format

