



GREENFIELD RECREATION DEPARTMENT

20 Sanderson Street, Greenfield, MA 01301
PHONE (413) 772-1553 ☎ FAX (413) 773-0115
www.greenfieldrecreation.com
christym@greenfield-ma.gov



CALL TO ARTISTS: Artists to Paint Town Utility Boxes 3/3/17

The Greenfield Recreation Department invites local artists to paint Town Utility Boxes.

Project Overview

The Paint Utility Boxes, organized by the Greenfield Recreation Department, is geared towards the recognition and celebration of local artists. Through Paint Utility Boxes, artists are asked to paint Town of Greenfield utility boxes with original designs. Once professionally painted, these utility boxes will contribute to the vitality and attractiveness of our streetscape and further enhance the heart of our Downtown Crossroads Cultural District.

Process

- Artists must submit designs and a short biography to the Recreation Department by March 20, 2017
- Selections will be made by the Recreation Department and Recreation Commission
- Submissions will be considered under rolling admission and kept on file for future consideration.
- Artists will be notified and contract will be awarded if and when their designs are selected.

Stipend

Selected artists will receive a \$200 stipend from the Town of Greenfield funded through Greenfield Local Cultural Council upon completion of their box. Artists are responsible for all material costs required to complete and protect their artwork. All paint must be tough, durable and withstand the outdoor elements. We recommend Nova Color Artists' Acrylic Paint which is made with a tough, 100% acrylic resin durable for outdoor use. A clear topcoat designed for exterior use such as Nova Color #216 Exterior Varnish (satin) or Nova Color #206 Gloss Medium & Varnish (shiny) will help protect against dampness and add an extra layer of protection against wear and tear.

Design Guidelines

- Artwork must be original
- Artist must avoid dark palettes in order to prevent boxes from overheating in the summer sun
- Designs may be representational or abstract and must be appropriate for public space
- Utility box size may vary; selected artists must be willing to adjust designs to their particular box

Publicity

- The Paint Utility Boxes will be publicized in various media outlets, Facebook, and website.

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Other Items to Consider

- Project area may need to be scraped, cleaned and primed before the artist begins working.
- Drop cloths should be used at all times if painting.
- Any paint must not interfere with the operation of the painted object.
- Passage on the sidewalk for pedestrians must be at all times maintained. Blocking traffic or lanes of the street may only be done in coordination with the project staff and Town officials.

Terms of Agreement

The artists selected for these projects must agree to the following:

- The artist must ensure that finished products will not violate the rights of any third party.
- The accepted artwork developed under this contract shall be the exclusive property of the Town of Greenfield.
- The artist grants to the Town of Greenfield an irrevocable license to make reproductions of the artwork and the final designs to be used in brochures, media, publicity, social media, and catalogs or other similar publications.
- The artwork may be removed and/or destroyed at any time without notification of the artist.
- The Town of Greenfield has the right to paint over the design if, in the future, the appearance deteriorates due to weather or vandalism.

For questions, please contact the Recreation Department at (413)772-1553.

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Paint Utility Box Application

Submit all required materials to:

Greenfield Recreation Department
20 Sanderson Street
Greenfield, MA 01301

Artist or Organization Name _____

Mailing Address _____

Phone _____

Email _____

Website URL _____

I fully understand and agree to all the terms set forth in this application/call to artists.

Signature

Date

Application checklist

- Completed Application with artists signature
- Designs (up to 3), including color scheme (Appendix A)
- Curriculum vitae
- Samples of work

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