



CALL TO ARTISTS: Request for Proposals
Designed to Recycle
Recycling Truck Art Wrap Public Art Project
Honorarium: \$2,500

EXTENDED Deadline for Submissions: March 9, 2015, 5:00 PM EST

The DC Commission on the Arts and Humanities (DCCA) in partnership with the Department of Public Works (DPW) is pleased to announce *Designed to Recycle*, a new public art initiative that will transform recycling trucks into mobile public art works. DCCA is seeking proposals for two-dimensional art to be printed on vinyl and wrapped onto recycling trucks that will circulate through all eight wards of the District. Artists' proposals will be selected to be featured on recycling trucks for the duration of two years beginning in the spring of 2015.

Project Background:

Each year the District produces over 800,000 tons of solid waste. Much of this material can be recycled and reused. With the introduction of single stream recycling by DPW, the city's residential recycling rate increased by 50 percent. *Designed to Recycle* seeks to bring greater attention to waste reduction while at the same time activating the streets with mobile works of art. The program strives to achieve the following goals:

- Garner attention to and enthusiasm for recycling.
- Create an ideal public canvas to feature the work of talented local two-dimensional artists.
- Animate the streets of DC with the vibrantly enhanced vehicles.
- Highlight the important role of recycling trucks as well as their operators by bringing attention to their hard work.
- Provide educational programming opportunities on waste reduction and recycling surrounding the program.

Project Details:

Local artists/designers are invited to submit original 2-D images of work in any medium including painting, fiber, mixed media, photography and digital processes for vinyl art wraps to be printed and placed on DPW's fleet of recycling trucks that collect recyclables from residences throughout the District. These canvases in motion will enliven the streets of Washington, DC and bring contemporary art into the lives of residents and passersby. In addition to encouraging recycling, the project is in keeping with other green initiatives through the use of DPW's alternative fuel vehicles and an eco-friendly 3M product for the wraps.

Up to ten designs will be selected to be reproduced on recycling trucks as vinyl art wraps that will cover the exterior of the trucks. **Artists must submit designs according to the specifications detailed on page 4 of this document and in consideration of the template on page 7.** Selected

artists/teams must be available to collaborate with the selected local company that will fabricate and install the wraps on ensuring that designs conform to truck specifications. Images of the trucks can be seen on page 7 of this document and examples of truck wraps in other cities can be seen on page 8.

ELIGIBILITY:

This RFP is open to all visual and graphic artists and artist teams over the age of 18 who currently reside or maintain a studio space in the District of Columbia.

HONORARIUM:

Each of the selected artists and or teams will be awarded one \$2,500 honorarium for their design. Fabrication and installation of the art wraps will *not* be the responsibility of the artist. Should the city elect for trucks to remain wrapped for longer than two years, artists will not receive further financial compensation.

TIMELINE:

February 3, 2015	Announcement of RFP
March 9, 2015, 5:00 pm EST	EXTENDED Deadline for submissions
Week of March 16, 2015	Art selection panel meets and selects final proposals
Late March 2015	Vehicle wrap company finalizes designs for printing
April 2015	Fabrication and installation of wraps by vehicle wrap company
April 22, 2015	Launch event for Earth Day

SELECTION PROCESS:

DCCAH will convene an art selection panel, representing diverse interests and expertise, to review the proposals of applicants who respond to this call. The panel will select proposals using the following criteria:

- Submittal of all required application materials as outlined in this announcement;
- Artistic merit and graphic strength of the proposed design;
- The ability of the design to be successfully translated in large format on a truck wrap;
- Appropriateness for placement in the public realm.

The selected design proposals will be reviewed by the DCCAH Board of Commissioners for final approval. The artists whose proposals are approved will then enter into a grant agreement with DCCAH.

TERMS:

- The District of Columbia and the DC Commission on the Arts and Humanities accept no responsibility for the loss or damage of artist submission materials.
- The District of Columbia and the DC Commission on the Arts and Humanities accept no responsibility for costs incurred by the artist in responding to this Call to Artists.
- Selected artists/teams will be required to meet contract terms and scope.

- Should the city elect for the trucks to remain wrapped in artwork for longer than two years, artists will not receive further financial compensation.
- Design proposals and their copyright will belong to the artists. The District of Columbia, the DC Commission on the Arts and Humanities, and the Department of Public Works reserve the right to use the artist design for manufacturing a vinyl print for wrapping and use of any images of selected designs for project promotional purposes. The artist/team will be credited with name and title of piece anywhere the image is used.
- Artist/team is not responsible for vinyl installation or fabrication of design into a vinyl wrap.
- The selected artist/team gives DCCAHA permission if needed to alter design to fit truck specification as well as relinquishes final approval of layout design on final product.

QUESTIONS:

Please feel free to contact the following **DC Commission on the Arts and Humanities** staff members with questions:

Elizabeth Carriger, Public Art Coordinator, elizabeth.carriger@dc.gov, 202-724-5613

Ron Humbertson, Art Collections Registrar, ron.humbertson@dc.gov, 202-724-5613



The DC Commission on the Arts and Humanities (DCCAHA) provides grant funds, programs and educational activities that encourage diverse artistic expressions and learning opportunities, so that all District of Columbia residents and visitors can experience the rich culture of our city. For more information on DCCAHA visit: www.dccarts.dc.gov. As a program of DCCAHA, the **DC Creates Public Art** program provides high quality art installations and administrative support services for the public so they can benefit from an enhanced visual environment. The program purchases, commissions and installs public art throughout the District of Columbia to cultivate dynamic, vibrant and nurturing communities through the use of art and design. For more information on *DC Creates Public Art* visit: <http://dccarts.dc.gov/service/public-art-collections>.



The Department of Public Works (DPW) provides municipal services to District residents and businesses in two distinct program areas: Solid Waste Management and Parking Enforcement. DPW's Solid Waste Management includes collection of residential trash and recycling, street, alley and vacant lot cleaning, public litter box maintenance, leaf collection, graffiti abatement, grass maintenance on certain DC government owned properties and disposal of solid waste. DPW fortifies its sanitation efforts by funding a mural program to combat graffiti and also by a recently launched campaign called "Litter Free DC" designed to work with the city's youth to develop strategies to discourage litter. Behind the scenes, DPW's Fleet Management Administration supports all city services by procuring, fueling, and maintaining thousands of District government vehicles from sedans to heavy equipment. DPW also coordinates and leads the city's response to snow. For more information on DPW visit: <http://dpw.dc.gov/>.

DESIGNED TO RECYCLE APPLICATION GUIDELINES AND SPECIFICATIONS

Please note the following IMPORTANT specifications:

- Artists may submit up to **three** proposals for consideration; however, only one proposal can be selected per artist/team.
- In creation of the artwork, please consider carefully the template on page 7 of this document. Areas of the template in grey checker will be covered with artwork. Designs must conform to the shape of the template, and applicants can download a PSD Photoshop or a PDF for use in Illustrator for accurate placement and submitting with final application:
https://www.dropbox.com/sh/3p84jn6mz9zsbmq/AAA0bj3MEy_YTZ5BXm7_Z9jPa?dl=0
- Artists may use hi resolution images of previously created works on canvas, paper, fiber or other artistic mediums that are then placed into Photoshop/Illustrator. Please note that DCCAH is not responsible for or obligated to assist with applicants in photographing or scanning works.
- In design creation, also keep in mind the angles/structure of the truck.
- Designs must incorporate an **8-inch bleed**.
- The PSD Photoshop and PDF for Illustrator already have the accurate resolution set. Please do not change the resolution in the downloaded file.
- Artists must submit designs in both JPEG and Photoshop PSD or Illustrator formats detailed below. The JPEG file will be used for review by the selection panel and the PSD or Illustrator file will be used for printing the actual wrap. Please save final PSD files as CS5 or earlier.
- All application materials must be submitted through SlideRoom (instructions provided below), with the exception of the large format PSD or Illustrator file, which must be submitted through a file sharing application (dropbox, etc.) due to file size or mailed/hand-delivered to DCCAH on a CD.
- The purpose of *Designed to Recycle* is to showcase exciting original artwork and graphic design. Proposals that incorporate commercial advertisement for a company, entity, or individual will not be considered.

Submission Requirements:

1. Completed **Application Form** (see attached form on page 6). If you would prefer to type the form, please include full legal name(s) (and other professional name as applicable), mailing address, daytime phone, evening phone, email address, Website (optional).
2. Current **CV/Resume**, two page maximum.
3. A **Letter of Interest** briefly expressing interest in the project as well as a description of approach to the project and the proposed design. The letter should not exceed one page.
4. **Design Proposals:** Artists may submit **a maximum of three** proposals. Original artwork can be created in any medium including painting, fiber, mixed media, photography and digital processes but designs must be submitted in BOTH of the following formats:

- a) JPG file at 100 DPI (minimum 800 x 600; maximum 1600 x 1200) for review by the selection panel. **(submit in SlideRoom)**
- b) Files for the actual truck wrap in one of the following formats: **PSD Adobe Photoshop or Illustrator file**. Applicants can use the provided files for proper placement and overlay of design on image of truck. Please download here:
https://www.dropbox.com/sh/3p84jn6mz9zsbmq/AAA0bj3MEy_YTZ5BXm7_Z9jPa?dl=0
(Please submit these image files only via a file sharing application or hand-delivering or mailing a CD to the address below. DO NOT SUBMIT in SlideRoom due to capacity.)

5. **Annotated Image List:** Please include a brief description of each proposal, including title and original medium.

EXTENDED DEADLINE:

Submissions must be received by **5:00 PM EST on Monday, March 9, 2015.**

HOW TO APPLY:

- **SlideRoom:** Applications must be submitted online through **SlideRoom**. Please follow the link <http://dcarts.slideroom.com> and select "**Designed to Recycle**" to upload all requisite application materials. In order to access the application portal, all applicants will first be prompted to create a SlideRoom account, at no cost. Once logged into the newly created account, applicants will be able to submit all materials outlined above. SlideRoom will allow applicants to save incomplete applications and return to them for completion until 5:00 PM EST on the Monday, March 9 deadline. Any incomplete submissions at the time will be disqualified.

- **For Photoshop/Illustrator Files:** Files for the actual wrap can be uploaded to a file sharing program and emailed to elizabeth.carriger@dc.gov or mailed or hand delivered to DCCA on a CD Rom at the following address:

Elizabeth Carriger
Public Art Coordinator
DC Commission on the Arts and Humanities
200 I (Eye) Street, SE
Suite 1400
Washington, DC 20003



APPLICATION FORM
Designed to Recycle
Recycling Truck Art Wrap Public Art Project

Please complete this form and include with application materials.

Applicant's Name(s): _____

Mailing Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone: _____ Cell/Mobile (optional): _____

Email address: _____

Web site (optional): _____

DEADLINE: All submission materials must be received by **5:00 PM EST on Monday, March 9, 2015.**

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Ron Humbertson, Art Collections Registrar, ron.humbertson@dc.gov, 202-724-5613

APPLICATION CHECKLIST:

___ Application Form

___ CV/Resume(s)

___ Letter of Interest

___ Proposal images in both the following formats:

___ JPG format (SlideRoom)

___ Photoshop or Illustrator format (file sharing program or on CD)

___ Annotated Image List

RECYCLING TRUCK TEMPLATES

Download templates at the following link:
https://www.dropbox.com/sh/3p84jn6mz9zsbmq/AAA0bj3MEy_YTZ5BXm7_Z9jPa?dl=0

Driver Side: ¼ scale at 300dpi



Passenger Side: ¼ scale at 300dpi



Front Side: ¼ scale at 300dpi



Photoshop or Illustrator File Template:

- 3 Templates- Driver Side, Passenger Side, Front Cab*
- Layer 1- Bleed Area
 - Layer 2- Truck Image (all orange areas will not be wrapped)
 - Layer 3- Truck Overlay (all white will be wrapped)
 - Design Folder- Place artwork/design in this folder

Reminders:

The correct resolution is set within files.

Photoshop design files please save as CS5 or earlier.

RECYCLING TRUCK ART WRAPS IN OTHER CITIES



Philadelphia, PA
Design in Motion



Houston, TX | *Art Recycling Trucks*