



# Rail Arts District (RAD) Napa UTILITY BOX Public Art Project **CALL TO ARTISTS** Deadline extended to **DECEMBER 15.**

## **Request for Qualifications (RFQ): RAD Public Art Project: DEADLINE December 15, 2017**

The Rail Arts District (RAD) Napa invites artists and artist teams residing in Napa, Sonoma, Solano, Yolo, or Sacramento County to submit their qualifications for a Utility Box Vinyl Wrap Project. Artists will be selected based on their past work and paid \$500 to create a design that will be transferred to vinyl (by RAD), and wrapped around a railroad utility box along the Napa Valley Wine Train route located in the RAD.



Examples from the Capitol Area Development Authority utility box wrap project in Sacramento, California.

**Application Deadline:** December 15, 2017, 5:00 pm

**Budget:** A budget has been established to pay each selected artist a *design fee* of \$500. The fabrication and installation of the wraps will be managed and paid for by the RAD.

**Artist Eligibility:** Eligible artists must reside within Napa, Sonoma, Solano, Yolo, or Sacramento COUNTY. The selected artists/artist teams must be available to begin design work immediately and complete their designs by March 1, 2018.

**Project Overview:** The Rail Art District (RAD) has recommended funding the design and production of wraps for 10 utility boxes in the RAD and adjacent to the Napa Valley Wine Train route through downtown Napa. The utility boxes are owned and operated by the Napa Valley Wine Train and are located in the RAD district between California Blvd. and Napa Streets at the railroad crossings. The wraps will be designed by artists, transferred to vinyl and then applied using a standard fabrication and installation method. Artists can use a variety of media including photography, painting, collage, and digital imagery to develop their designs.

**About RAD:** The Napa Valley Wine Train partnered with Napa Valley Vine Trail and the local arts community to create the Rail Arts District (RAD) Napa. With initial funding from the Napa Valley Wine Train and Napa Valley Vine Trail, RAD Napa is improving the “Cross Town Commuter Path” in the heart of downtown Napa by commissioning murals, sculptures, landscaping and a mosaic to commemorate the Napa Valley earthquake. The RAD District starts at the McKinstry Street Station at the beginning of the 36-mile Wine train route and runs for 1.7 miles along a bike and walking trail through the old industrial section of downtown Napa.

RAD Napa was founded by a group of volunteer business men and women, artists, designers, and community members in 2016 and is sponsored by the Napa Valley Vine Trail Coalition. In one short year, the group has developed guidelines for the district and commissioned 4 murals. The utility box project is a part of short term plan to activate the trail with temporary works of art.

**Artist Selection Criteria:** Artists who have not made *public* art will be encouraged to apply if they have at least 5 years’ experience as a professional working artist as evidenced by their exhibition record, critical reviews, honors and awards. Applicants must:

- have the ability to work collaboratively with other design professionals, stakeholders and staff;
- have a desire to translate their work into permanent and sustainable materials;
- possess a proven mastery or skill in at least one artistic medium; and
- live in Napa, Solano, Sonoma, Yolo, or Sacramento County.

**Artist Selection Process:** An artist selection and design review panel consisting of representatives from the RAD and arts professionals will be established to review artist qualifications and select artist to create artworks for 10 utility boxes:

- The selection panel will select artists by majority vote based on the quality of the artist’s past work.
- Selected artist finalists will be placed under contract and paid \$500 to create a conceptual design.
- The selection panel will recommend to approve a conceptual design (or make design recommendations) based on majority vote.
- Artists will then be given a notice to proceed and approval to create a final design.

**Timeline:**

Applications due: .....December 15, 2017  
Artists selected: .....January 15, 2017  
Finalist design approval: .....March 1, 2018  
Artwork installation: .....April 1, 2018

**RFQ Application:** The application is on page 3. Please complete the application and mail or submit electronically to the address below by the deadline of December 15, at 5:00 pm.

# APPLICATION

## RAD Utility Box Public Art Project

Artist's Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### I HAVE ENCLOSED OR ATTACHED THE FOLLOWING:

\_\_\_\_\_ Resume (4 pages maximum)

\_\_\_\_\_ Ten (10) images of past work. Images can be JPEG or in a PowerPoint program presentation format.

\_\_\_\_\_ Annotated Image List:

A numbered list of corresponding submitted images that includes the artwork title, date, medium, and dimensions.

**Application Deadline:** December 15, 2017, 5:00 pm

### Send Application:

Send materials to [curator@RADNapa.org](mailto:curator@RADNapa.org)

If files are too large for email, go to dropbox.com, create an account (its free!) and share your application with [curator@RADNapa.org](mailto:curator@RADNapa.org)

**Questions?** Contact Shelly Willis, [curator@RADNapa.org](mailto:curator@RADNapa.org) or call: 707-252-3547 x500

**To learn more about the RAD:** <http://www.radnapa.org/>