



## City of Peabody **OUTSIDE THE BOX MURAL PROJECT**

### **OUTSIDE THE BOX: A Utility Box Mural Project**

**PROJECT VISION:** The City of Peabody has designed a pilot program to support public art and to beautify the community and neighborhoods through the use of murals. The Outside the Box Project has been created to focus on community pride and enhancing visual aesthetics in the neighborhood. The primary project goal is to bring art to unexpected places.

Community Development Department has partnered with CDBG, PMLP, ArcWorks Community Art Center and the Fire Department to make this program possible. This year two (2) Lighting Signal Control Boxes have been chosen to be transformed into works of art.

### **APPLICATION GUIDELINES AND DEADLINE**

To apply please complete the attached application and Artist Agreement and return by **3:30 pm June 25, 2015** to:

**Lucia DelNegro/Outside the Box Project  
Peabody City Hall  
24 Lowell Street  
Peabody MA 01960**

**In the interest of fairness late submission will not be accepted.**

### **ARTIST STIPEND**

Artists will be awarded a \$750 stipend, inclusive of all artist fees, paints and materials. Upon selection and execution of the Artist Agreement, artists will receive an initial disbursement of funds for 30% (\$225) of the stipend with the remaining 70% (\$525) paid upon completion of the project. Completion of the project must be verified by the Outside the Box Review Committee before funds are disbursed.

### **ELIGIBILITY**

The project is open to all artists that abide by the project guidelines. All artists and artists' guardians must sign the "Artist Agreement" form to participate in the program. Artists may apply as an individual or as a group. For group submissions, a signed Artist Agreement for each participating artist must be included to the application form and design template.

### **SELECTION PROCESS**

Submissions will be reviewed by the Outside The Box Review Committee consisting of city staff, art professionals and members of the community. Once the artwork is selected the artist(s) will be notified via phone or email. The artist(s) will also receive a formal letter in the mail assigning their utility box location.

### **MURAL SPECIFICATIONS**

The following guidelines should be followed:

- The artwork that is included in the application must resemble the art that will be painted on the box.
- The artist should be prepared to adjust artwork as the size of the box may vary slightly from the dimensions included in the application.
- Vents, levers, handles, keyholes and locks cannot be painted.
- Door hinges should not be painted so the door will not lock in place.
- Do not paint over any identification numbers or codes on the box. Please paint around them.
- To avoid overheating the image should include mostly light colors. Images with more than 20% dark colors may not be considered.



## City of Peabody OUTSIDE THE BOX MURAL PROJECT

- Artists must be careful of keeping the area around the utility box clean and must always allow access for wheelchairs and pedestrians. Remember this is a community program. The people you will encounter are our key focus.
- The vents should never be covered even temporarily. When painting the box please make sure the paint does not drip inside the vents. Ventilation keeps the box from overheating. There are also sensitive electronic components in the box.
- Proposals should include the artist's signature as it would appear on the Utility Box. Signatures must not exceed 2 inches x 8 inches in actual size and may include the copyright sign © with the year.
- All submitted proposals will become the property of the City of Peabody. The artist owns the copyright of the artwork created and may use it for portfolio purposes but not commercial purposes for a period of two (2) years after the completion date. The completion date is the date the art has the final topcoat and is reviewed by the Committee. The artist agrees to allow the City of Peabody use of the artwork image in any non-commercial way, to promote the program and the City of Peabody or associated events.
- The Fire Department, Department of Public Services et al must have access to these controllers at any given time, for servicing, or repairs. Artists must work with these city employees to ensure safety of the community.

**ELIGIBLE PROPOSAL CRITERIA** The main focus is to bring art to areas of the city in a nonconventional manner. All art must be original ideas.

The Project theme will be: **"OUR COMMUNITY"** This can include but is not limited to designs of Peabody landmarks, nature, people and recreation. How do you define community?

Proposals will be judged on the following:

- Creativity
- Community Pride
- Originality
- Appropriate regard for the nature of the space and the audience

Remember the mural will be in a public area and must be suitable for all ages.

**INELIGIBLE ENTRIES** A Proposal will be ineligible for any one or more of the following reasons:

Contains:

- Copyrighted or trademarked image or logo; a brand or business name;
- Art that is plagiarized, stolen or copied from another source (i.e. somebody else's idea);
- Collage or has anything glued to the box or attached by any means;
- Anything that defames or invades the rights of any person, living or dead; Anything that could be construed as harmful to a third party.

### **PAINTING THE BOX TIMELINE**

All utility boxes must be painted and approved before September 10th. The Peabody International Festival will be held on September 20th and it is imperative the artwork is complete. This is exciting for the chosen artists as the festival has become a favorite event drawing as many as 80,000 people throughout the region.

**Artist/Guardian Agreement** Selected artists and guardians are required to sign and comply with the "Artist Agreement".



**City of Peabody**  
**OUTSIDE THE BOX MURAL PROJECT**

**OUTSIDE THE BOX APPLICATION**

Thank you for your interest in the City of Peabody's **Outside The Box** (Utility Box Mural) pilot program. Please print clearly. Kindly submit this application along with a signed original copy of the **Artist Agreement** as well as a **colored copy of the proposed art design** (on the electrical box diagram provided with this application). If the artist is less than 18 years of age a parent or legal guardian must authorize their participation.

**ARTIST INFORMATION:**

**Name**

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**Address**

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**Phone #**

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**Website**

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**Email Address**

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Have you participated in a community mural program before? YES  NO

**Title of Submission:**

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**Artwork Description- (inspirations or reasons behind the proposal etc.):**

Please indicate any week(s) between July 13, 2015 and August 31, 2015 that you will be available to paint the utility box. Artwork must be completed and approved by the committee before September 10, 2015.

Submission are due by 3:30pm June 25, 2015. Please return the application to:  
Lucia DelNegro/Outside the Box Project  
Peabody City Hall  
24 Lowell Street  
Peabody MA 01960



**City of Peabody**  
**OUTSIDE THE BOX MURAL PROJECT**  
**APPLICANT CHECKLIST**

- Application**~ Please make sure the application is filled out in its entirety.
- Drawing**~ The proposal should be submitted on either of the enclosed "Design Templates" and should include all sides of the utility box. Please make sure to write your name on the back of the drawing. Your signature is fine on the front but may be disguised during the voting process.
- Availability**~ Please indicate any week(s) between July 13, 2015 and August 31, 2015 that you will be available to paint the utility box. The Administrator of the project will coordinate dates to paint the boxes with the artists. The box shall be painted within 7-10 business days from start date (weather permitting)
- Artist Agreement**~ Please sign and return with the application and drawing.

**YOUR PROPOSAL MUST BE RECEIVED BY 3:30 PM June 25, 2015. Late submission will not be reviewed.**

Mail one printed version of the complete submission to:

**Lucia DelNegro/Outside the Box Project**  
**Peabody City Hall**  
**24 Lowell Street**  
**Peabody MA 01960**

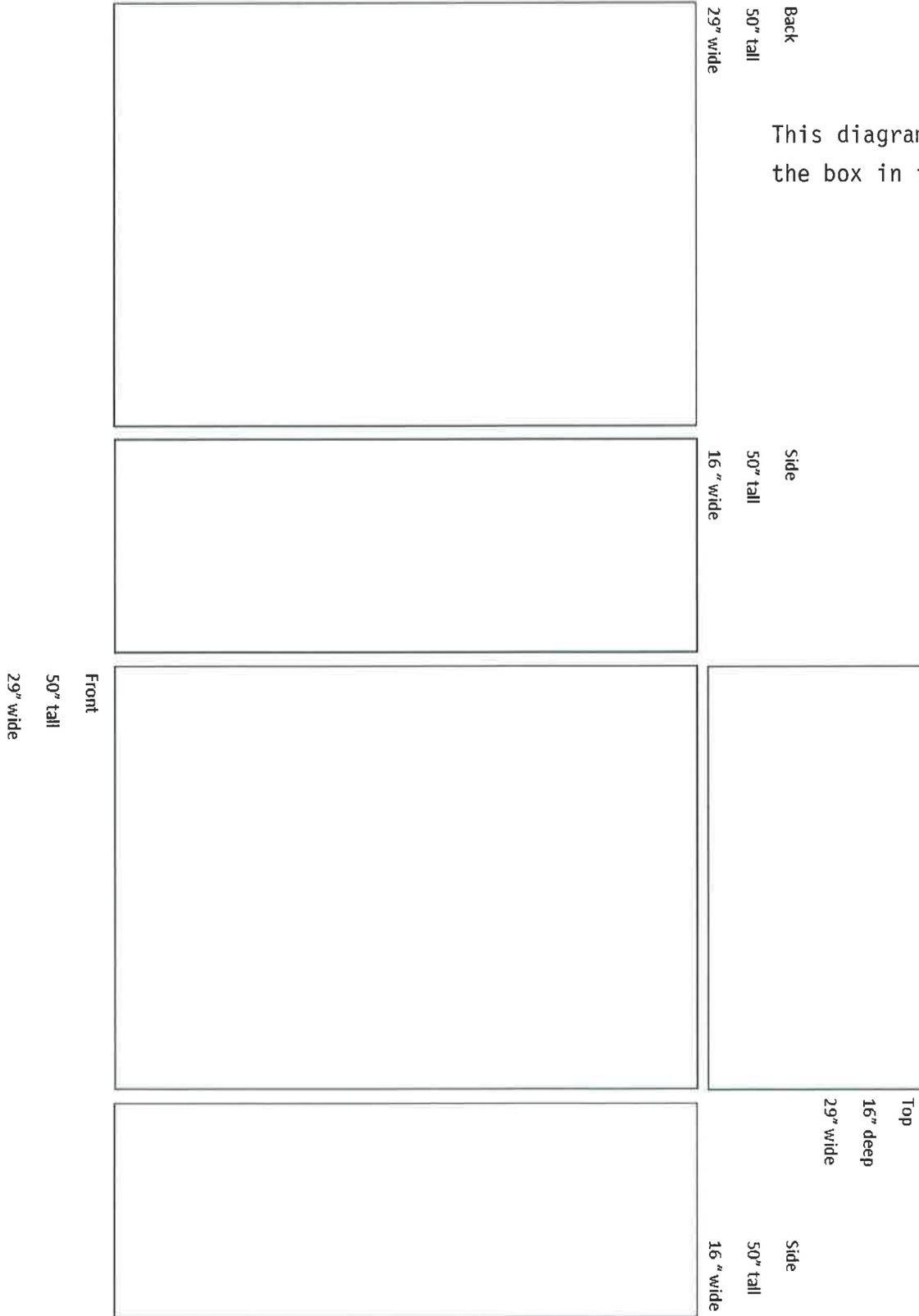
Or hand deliver the submission to the address above **before 3:30pm on June 25, 2015**. Artists will be chosen in mid-July. All utility boxes must be painted and approved before September 10<sup>th</sup>. The Peabody International Festival will be held on September 20<sup>th</sup> and it is imperative the artwork is complete. This is exciting for the chosen artists as the festival has become a favorite event drawing as many as 80,000 people throughout the region.

**Steps involved:**

- ~Applicants should review all documents related to the OTB project.
- ~Applicants shall mail or hand deliver complete package to address listed above.
- ~The voting committee will vote on all entrees submitted.
- ~The City of Peabody will grant final approval.
- ~Selected artists must sign and return the Artist Agreement.
- ~The administrator of the project will coordinate dates for art to begin!



# City of Peabody OUTSIDE THE BOX MURAL PROJECT



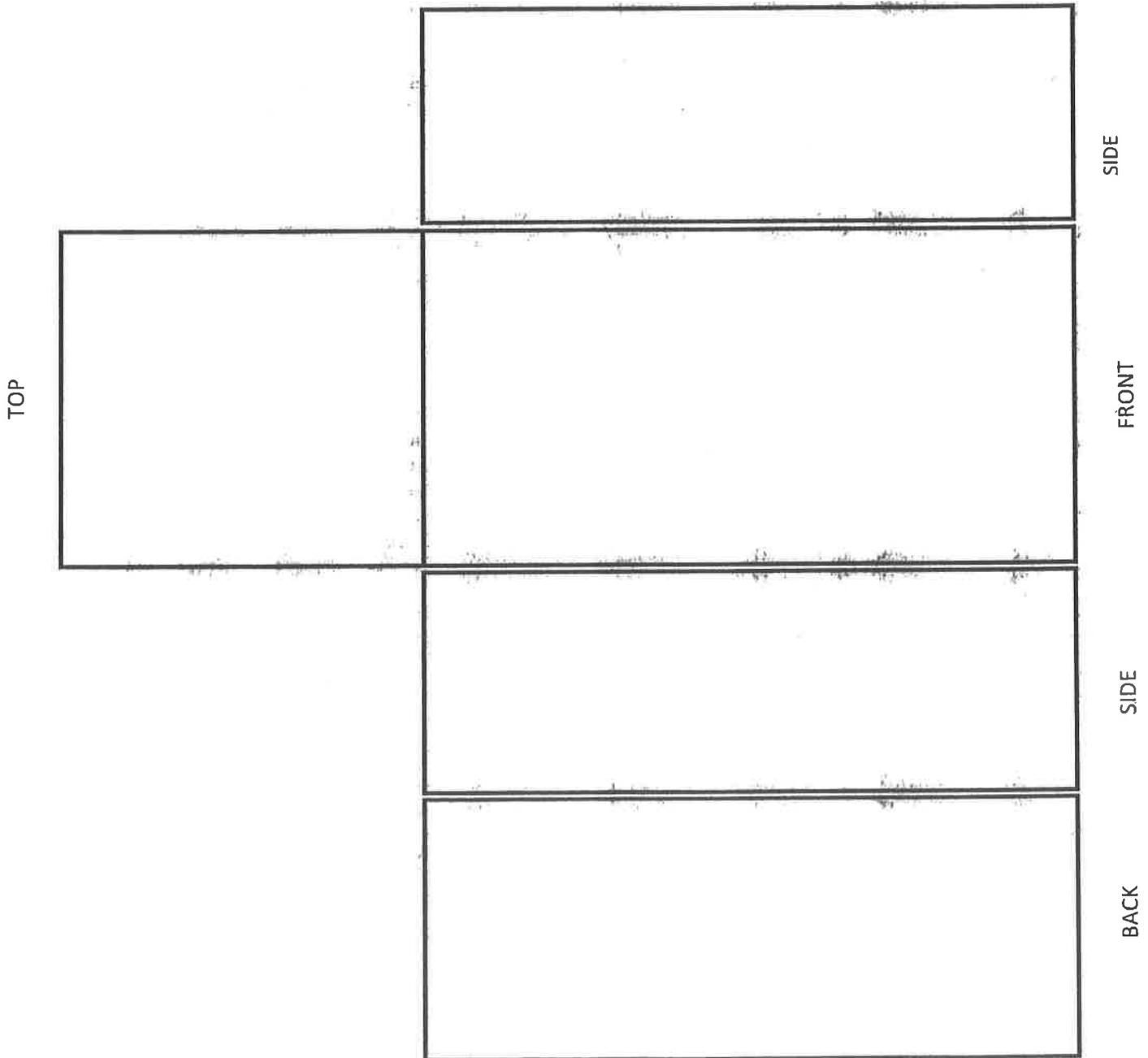
This diagram is specific to the box in front of Walgreens

### Design Template

Below is a template of a typical utility box showing four sides and the top. Use it to sketch the images as it would be printed. Unique colors and bold graphics work well, along with the bright images that can be seen from a distance.

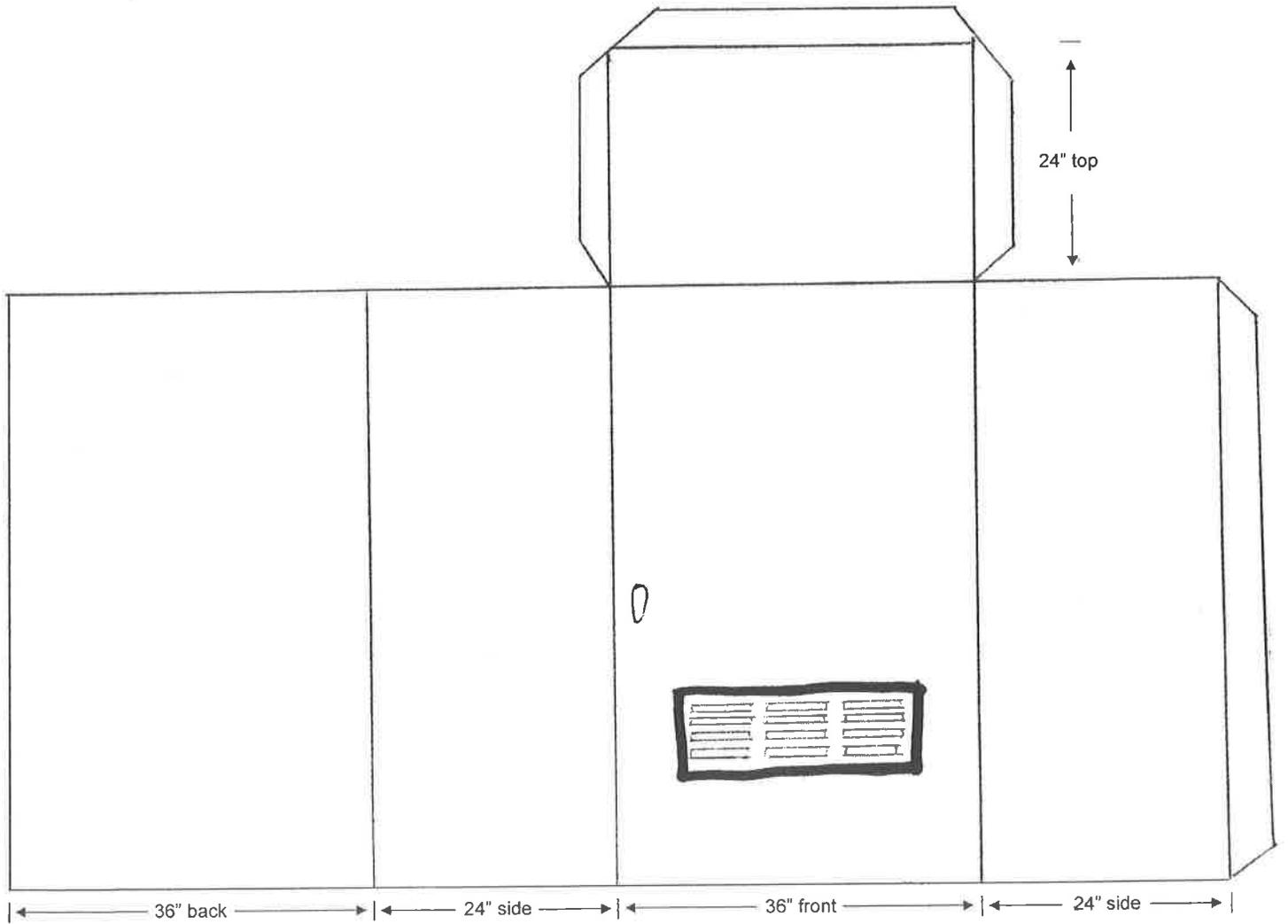
Actual utility boxes vary in size, shape and have various vents, seams, doors, and handles. Be prepared to adjust art work to fit a unique utility box.

The Selection Committee will use this submittal along with the application to select the winning artists.



**Electrical Box Diagram**

Remember to include all sides in your proposal. If you would like to see the box in 3D, cut along the exterior lines and fold down the interior lines.  
Note: The actual box may be a different size and the rear panels on three boxes are not easily accessible (or visible).



Location: Washington/Main Street



Location: Main/Park Street





## City of Peabody OUTSIDE THE BOX MURAL PROJECT

### ARTIST'S AGREEMENT PAGE 1 OUTSIDE THE BOX (UTILITY BOX MURAL PROJECT)

By submitting the Application form to the City of Peabody ("City") for the Outside The Box Mural Project ("Project"), and by painting a mural on a utility box, \_\_\_\_\_ ("Applicant") agrees to the following terms and conditions outlined in this Agreement:

**INELIGIBLE ENTRIES** A Proposal will be ineligible for any one or more of the following reasons:

Contains:

- Copyrighted or trademarked image or logo; a brand or business name;
- Art that is plagiarized, stolen or copied from another source (i.e. somebody else's idea);
- Collage or has anything glued to the box or attached by any means;
- Anything that defames or invades the rights of any person, living or dead; Anything that could be construed as harmful to a third party.

The applicant acknowledges that:

- The city has the right to remove the artwork, at any time, for any one or more of the reasons as stated above. The city also has the right to remove or replace artwork if there is a fault in workmanship, the artwork is vandalized or damaged beyond repair or if the utility box is damaged, needs repair or replacement.

**ARTWORK MUST BE ORIGINAL** By signing this agreement the artist represents that the artwork is wholly original art and does not infringe upon any patent, copyright, trademark, trade name, or other proprietary right of any person, organization or entity. In essence you are stating your artwork is original.

#### **AUTHORIZATION FOR CITY'S USE OF ARTWORK**

All submitted proposals will become the property of the City of Peabody. The artist owns the copyright of the artwork created and may use it for portfolio purposes but not commercial purposes for a period of two (2) years after the completion date. The completion date is the date the art has the final topcoat and is reviewed by the Committee. The artist agrees to allow the City of Peabody use of the artwork image in any non-commercial way, to promote the program and the City of Peabody or associated events.

#### **RELEASE OF CLAIMS**

In exchange for City's permitting application to participate in the Project, the Applicant a) releases, discharges, and holds harmless, b) will not make a claim against or sue, and c) waives a right of recovery against the City and its representatives for any one or more of the following circumstances, events, or occurrences arising out of the Applicant's participating in the Project:

- Bodily injury or personal injury (i.e. libel, slander, defamation of character) to the applicant;
- City's use of Applicant's artwork- including but not limited to, any and all claims or lawsuits for invasion of privacy, defamation, or infringement of copyright; or
- Damage or vandalism to, or loss of, Applicant's artwork caused.

#### **INDEMNIFICATION**

Applicant indemnifies, defends, and holds harmless the City and its representatives from and against all claims, demands, lawsuits, causes of action, proceedings, losses, damages, costs, fees and expenses arising out of:

- An act, error, or omission of Applicant from Applicant's painting a utility box; or
- The artwork's infringement on a patent, copyright, trademark, trade name, or other proprietary right of a third party.



## **City of Peabody**

# **OUTSIDE THE BOX MURAL PROJECT**

## **ARTIST'S AGREEMENT (Page 2 continued)**

### **OUTSIDE THE BOX (UTILITY BOX MURAL PROGRAM)**

#### **FIRE DEPARTMENT REQUEST**

- Vents, levers, handles keyholes and locks cannot be painted.
- Door hinges should not be painted so the door will not lock in place.
- Do not paint over any identification numbers or codes on the box. Please paint around them.
- To avoid overheating the image should include mostly light colors. Images with more than 20% dark colors may not be considered.
- The vents should never be covered even temporarily. When painting the box please make sure the paint does not drip inside the vents. Ventilation keeps the box from overheating. There are also sensitive electronic components in the box.
- The Fire Department, Department of Public Services et al must have access to these controllers at any given time, for servicing, or repairs. Artists must work with these city employees to ensure safety of the community.

#### **OTHER MURAL SPECIFICATIONS**

- The artwork that is included on the application must resemble the art that will be painted on the box.
- The artist should be prepared to adjust artwork as the size of the box may vary slightly from the dimensions included in the application.
- Artists must be careful of keeping the area around the utility box clean and must always allow access for wheelchairs and pedestrians. Remember this is a community program. The people you will encounter are our key focus.
- Proposals should include the artist's signature as it would appear on the Utility Box. Signatures must not exceed 2 inches x 8 inches in actual size and may include the copyright sign © with the date.

#### **PAINTING AND MATERIALS**

- The artist(s) is/are responsible for sanding and priming the utility boxes. The same Fire Department requests must be followed.
- Artists may use acrylic paint: Golden or Liquitex high viscosity paint, lightfastness 1, with low sheen, eggshell or satin finish (or similar products). Artists are responsible for applying a coat on top of the mural of Liquitex Soluvar (or similar products). This is not a permanent varnish, but is weather and UV resistant and will enable better graffiti clean off if needed.

#### **STIPEND/ARTIST RESPONSIBILITIES**

- Artists will be awarded a \$750 inclusive of all artist fees, paints and materials. Upon selection and execution of the Artist Agreement, artists will receive an initial disbursement of funds for 30% (\$225) of the stipend with the remaining 70% (\$525) paid upon completion of the Project. Completion of the Project must be verified by the Outside the Box Review Committee before funds are disbursed.
- Once the start date is determined by the committee and the artist; the artist will have 7-10 days to finish the artwork (weather permitting). All work must be completed and approved by September 10, 2015.

#### **APPLICATION GUIDELINES AND DEADLINE**

To apply please complete the attached application and Artist Agreement and return by 3:30pm Thursday June 25, 2015. Please return the application to:

**Lucia DelNegro/Outside the Box Project**  
**Peabody City Hall**  
**24 Lowell Street**  
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**City of Peabody**  
**OUTSIDE THE BOX MURAL PROJECT**

**ARTIST'S AGREEMENT (Page 3 continued)**  
**OUTSIDE THE BOX (UTILITY BOX MURAL PROGRAM)**

**AUTHORITY TO PERFORM AGREEMENT**

Applicant represents that Applicant a) has read this agreement and fully understands its contents, and b) has the full power to:

- Enter and perform this Agreement; and
- Make the grant of rights stated in this Agreement.

By signing this "Agreement" I understand that I am not an employee of the City of Peabody in any capacity. The artist(s) is/are considered an independent contractor(s).

**APPLICANT'S SIGNATURE:**

\_\_\_\_\_ By my signature below, I certify that I am eighteen (18) years of age or older.

\_\_\_\_\_ I am under the age of eighteen (18) years. My parent/guardian has read this form with me and has signed it below.

\_\_\_\_\_ Dated

\_\_\_\_\_ Participant's Signature

\_\_\_\_\_ Home Address

\_\_\_\_\_ City /State/ Zip Code

\_\_\_\_\_ Contact telephone number

**PARENT'S OR GUARDIAN'S SIGNATURE:**

\_\_\_\_\_ Dated

\_\_\_\_\_ Signature of parent or guardian

\_\_\_\_\_ Home Address

\_\_\_\_\_ City/State/Zip Code

\_\_\_\_\_ Contact telephone number