



## Borough of Phoenixville

351 Bridge Street • 2nd Floor  
Phoenixville, PA 19460  
610-933-8801

# BAC Utility Box Mural Application Information

The Beautification Advisory Commission (BAC) invites artists to apply for a public art project in which artists create public art on Utility Boxes located in the Historic District of Phoenixville, PA. The goal of the project is to use all four sides of the Utility Boxes to display art which will enhance Downtown Phoenixville's visual surroundings.

Artists will submit their designs and a committee will make selection.

There are two Utility Boxes currently available in Downtown Phoenixville.

Art should cover all exposed sides and top of the box.

### Application Process and Design Criteria

- Artwork **MUST BE ORIGINAL** and **MAY NOT** be work that has been sold or reproduced in any way.
- Design **MUST** include all visible sides of the Utility Box and top.
- Designs **MUST NOT** contain any representations of traffic lights, signs or signals.
- If the design is to include text, it **MUST** be included with the design concept. Utility Box designs **MAY NOT** be used for advertisement or to promote a business, product or viewpoint.
- Designs **MAY NOT** include any breach of intellectual property, trademarks, brands, images of illegal activity or involve the attachment of any object(s) to the box.
- Designs may not obstruct functionality of the traffic signal box.

### Artist Eligibility

The project is open to all artists. All eligible applicants, regardless of race, sex, religion, nationality, origin or disability, will be considered. If you are unsure about eligibility, contact the BAC before applying. Emerging artists are encouraged to apply.

### Guidelines for Proposal

Consider what makes Phoenixville unique: the arts, history, music, community events, recreational opportunities, and special attractions. Themes may include any of those mentioned above, but are not limited to those.

**BE CREATIVE! MAKE YOUR MARK!**

Artists should understand that the finished work will be on functioning equipment that will need repair or replacing at some point in time. As such, the Borough of Phoenixville and the Beautification Advisory Commission cannot guarantee how long each Utility Box will be in use.

### Selection Process

Committee members will review application submissions along with concepts at their next meeting after submittal.

Notifications will go out promptly thereafter.

### Project Timeline

We would like Utility Boxes to be fully completed by the end of October

## **Application Requirements**

1. Proposal Description/Project Description explaining concept and design and how artist proposes to approach this project (one page maximum).
2. Completed Application
3. Five (5) images illustrating examples of your best works (.pdf format). It is suggested that these pieces have relevance to public commissions. Each piece of documentation must be clearly identified with the artist's name, title of work, size, installation location if appropriate, and numbered to correspond with an attached annotated list. DO NOT provide website addresses or links directing the Selection Committee to examples of your work. It is the responsibility of each Artist to select the five (5) works which best illustrate their capabilities.
4. Current resume detailing your experience as an artist and any past public art projects (please, no more than three pages). NOTE: Additional support materials may be submitted that relate to the artist's past public art experience.
5. A digital image of proposed Utility Box Artwork. Artists may submit up to three design proposals. A statement and miniature model for each design must be submitted.

## **Artist Award**

Each artist will be awarded \$500 per Utility Box. The total budget includes all materials and artist's labor, as applicable.

Artists will be responsible for purchasing all supplies related to project.

Half the award will be paid out upon commencement of project.

Remainder will be paid out upon completion.

## **Application Deadline**

**By June 7th**

Incomplete submissions will not be considered.

## **INFO/QUESTIONS**

Questions related to this proposal may be directed to:

**Michael Hill**

**Email: mhillart66@gmail.com**

## **Disclosure**

*The Beautification Advisory Commission (BAC) reserves the right at any time to supplement, amend or otherwise modify this solicitation and to request additional or supplemental information or proposals from any or all participating artists. In addition, the BAC reserves the right to accept or reject, at any time prior to commissioning of a work, any or all proposals or any part thereof submitted in connection with this solicitation; to waive any defect or technicality; and to advertise for new proposals where the acceptance, rejection waiver, or advertisement would be in the best interest of the BAC. The BAC also reserves the right to negotiate unacceptable provisions incorporated within an otherwise acceptable proposal. A proposal which is incomplete, unclear, conditional or which contains irregularities of any kind, may be rejected without evaluation. Upon final acceptance, title to the work shall pass to the BAC. Thereafter, the BAC shall retain all written documentation regarding the work and shall have the right to a copy of all drawings, sketches and designs of the work for maintenance and historical documentation purposes only.*

*The BAC may use any or all images provided both in the application and the final design to advertise and promote their mission. Failure to comply with proposal requirements described in the prospectus will constitute an invalid application.*



## Borough of Phoenixville

351 Bridge Street • 2nd Floor  
Phoenixville, PA 19460  
610-933-8801

# BAC Utility Box Mural Application

### APPLICANT INFORMATION

Name of Applicant: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Website: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

***In addition to this completed form, please attach the following documents with your application:***

- Please Email 5 Examples of Previous Work to [mhillart66@gmail.com](mailto:mhillart66@gmail.com).  
Please include information on each image you submit. Proposal/Design Description
- Resume

# Materials List and Paint Process Instructions

## **MATERIALS**

The Beautification Advisory Commission has specified the following acrylic-based products for use:

### **1. PRIMER:**

- BULLS EYE 1-2-3 (Zinsser)

### **2. PAINT:**

Must use paint designed for outdoor mural use and colors selected must be lightfast and designed to hold up to sunlight and outdoor elements. Below are examples of approved brands.

- GOLDEN ARTIST COLOR
- NOVA COLOR

### **3. ISOLATION COAT (*layer between paint & protective clear coat*)**

- GOLDEN ARTIST COLOR: Soft Gel Gloss
- NOVA GEL

### **4. PROTECTIVE VARNISH / CLEAR COAT**

- GOLDEN ARTIST COLOR: MSA Varnish
- NOVA COLOR VARNISH

## **PROCESS FOR PAINT APPLICATION:**

1. Clean the surface with biodegradable cleaner.
2. Rinse and allow to completely dry.
3. Sand the cabinet with sandpaper until the surface feels rough. Be sure to wipe all surfaces with a damp cloth to remove all dust/grit after sanding. It is recommended that all boxes be sanded prior to painting, as many may have an anti-graffiti coating that will interfere with paint adhesion.
4. Apply one coat of metal primer on box.
5. After primer coat is completely dry, a colored base coat should be applied.