

FAIRVIEW COMMUNITY COUNCIL



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Fairview Community Council
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c/o Fairview Recreation Center
1121 East 10th Avenue
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Utility Box Improvement Initiative

The Fairview Community Council (FVCC) is offering visual artists an opportunity to submit artwork as part of a Virtual Catalog of Neighborhood Art to be selected for utility boxes and other blank surfaces around the neighborhoods of Fairview. The first physical application will be five utility boxes located at East Chester Park on 20th Avenue. See attachment. The selected images may be used on other applications within the Fairview community

The proposed virtual catalog will give people the opportunity to peruse and select art to transform ordinary objects of urban infrastructure into something artistic and unique to enhance Fairview's public spaces. Each piece of art will only be printed on one utility box or similar space, so when selected, the print will remain in the virtual catalog (including the name of the artist and contact information) but be listed as no longer available for printing.

If selected for printing, Artists will be compensated a **\$250.00** licensing fee per image for rights to use their image on the utility box or similar surface and in promotional materials. Artist's name and title of artwork will appear on all prints.

This program is intended to **highlight, encourage and promote** Anchorage's artists by giving them the opportunity to present their artwork publicly and to inspire businesses and other neighborhoods to enhance and beautify blank metal structures and surfaces.

Selection Process

A public art committee will review the applications and high-resolution images for consideration. Once the sub-committee approves the design, selected artists will be notified that they have been chosen to be part of the virtual catalog. If selected for printing, artists will receive a licensing fee of \$250.00 per image upon completion of an art release/waiver. Location, layout, and length of artwork installation will be determined by a selection committee comprised of members of the FVCC.

Art does not need to be new, but it can't already be art printed on an existing utility box or bench in the Anchorage area. You must also own the piece of art for printing purposes. Once it is scanned and part of the catalog, you are free to sell the work.

The FVCC has the right to decline all submissions and retract this call for entries for any reason at any time.

How to Submit

1. Send your design via email to ***president@fairviewcommunity.org***, or drop off at the Fairview Community Recreation Center Main Desk (if printed out and colored in, not created via a design software). Attn: President, Fairview CC.
2. Submissions must include
 - First and last name
 - Home address
 - Email (if submitted via social media)
 - Phone number (if that is your preferred method of contact, if not you must be available to contact via email if needed)
3. Designs created via digital software must be submitted as a PNG or JPG
4. Designs created via a physical medium i.e. markers, colored pencils etc. can be delivered to the Fairview Community Recreation Center office (along with all the required information) or submitted as an image.
 - If submitted as an image it must be well lit and good quality so a digital mockup can be created

Your artwork can be any medium: drawing, photography, painting or graphic design. A graphic artist will work with selected artists to make adjustments to the art so that it can fit on the space

All application materials must be submitted to the FVCC by 11:59 p.m. on **July 2, 2021**. For general questions, please contact Allen Kemplen at president@fairviewcommunity.org

Guidelines for Art Selection

The sub-committee will select Art based upon the following considerations:

- The images submitted are of high quality, engaging and positive
- The design submitted does not promote or advertise a particular group or business.
- Preference will be given to images celebrating the spirit and culture of Fairview including its vision as a vibrant, multi-cultural and livable Winter City Neighborhood of Choice.
- Art submitted for consideration should be able to translate well to a utility box or other similar surface wrap, such that parts of the image may be repeated, doubled, flipped, or even removed to accommodate openings, keyholes, protrusions and other general design constraints
- Selections will be made by **August 1, 2021**

Liability and Publicity Release

The submitted works (*collectively or individually referred to as the "Art"*) will be evaluated by a sub-committee. Selected Art may receive editing suggestions from the sub-committee.

By submitting Art and submitting an application form, you agree that:

- You are the sole designer of the Art that is submitted for consideration and that the contents of the Art are original and do not infringe upon any copyright or any intellectual rights of others, and that you have the unencumbered right to make this submission.
- You grant the involved organization the right to perpetually use the Art, including, but not limited to: reproduction, posting, displaying, creation of derivative works, or documenting the work in any media or in any form, now known or later invented, without limitation for promotional, documentary, celebratory or any other commercial or non-commercial purposes. You will retain copyright of the Art.
- Individual artists who submit art are over 18 years of age and residents of Alaska.
- You have read and agree with all of the terms and conditions of this call for art and hereby absolve the FVCC or their representatives from any claim or loss, either past, present or future, in association with the call for art. The terms of the call for art are binding on the artist, the artist's successors, assigns, representatives or administrators.

Fairview Utility Box Wraps Initiative

Location: East Chester Park



Illustrative Examples

