

## Colfax Ave Power Box Art Installation: *Colfax Strong* Call for Artists



Artwork by SURJ

### Project Overview

The Colfax Ave Business Improvement District (BID) is seeking artists to showcase their work to thousands of people that pass our 15 power boxes throughout the corridor each day. This year's installation, *Colfax Strong*, will celebrate the strength and resiliency of the street while amplifying the creative voices of artists of color and the LGBTQ+ community. This area of Colfax includes the iconic murals of George Floyd, "Healthcare Hero", and "Streets are for the People" by local artists Detour/Hiero, Austin Zucchini-Fowler, and Pat Milbery/So-Gnar Creative Division, respectively.

Art has the ability to bring the community together and provide us with the opportunity to reflect on experiences and imagine what the future might look like. What has made Colfax strong over the years, and what can make the community stronger in the future? We invite local artists to answer these questions through their art. Submissions from artists of color and LGBTQ+ artists are especially encouraged.

**NOTE:** This project will reproduce original artworks from participating artists. **All artwork will be printed on vinyl stickers** and installed by the artist or Colfax Ave staff. Artists will be invited to paint and decorate the surrounding sides of the power box during installation. Artwork and file details below.

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**To apply, please complete the [online application](#) by 5:00 p.m. on Friday, July 17th, 2020.**

Please read this entire document before applying. Contact Michelle Valeri at [michelle@colfaxave.com](mailto:michelle@colfaxave.com) or 303.832.2086 ext. 2 with any questions.



## Description and Locations of Power Boxes

There are 15 power boxes along the corridor - locations and closest business listed below for reference. You can view photos [here](#). Artists may request a specific location on their application; the Colfax Ave BID cannot guarantee a requested location.

Power box locations - north side of Colfax, East to West:

- 2331 E Colfax (Floyd's Barbershop)
- 2019 E Colfax (Purple Haze)
- 1775 E Colfax (Taco Bell)
- 1245 E Colfax (Irish Snug)
- 1111 E Colfax (Papa John's)
- 935 E Colfax (Ogden Theatre)
- 629 E Colfax (XBar)

Power box locations - south side of Colfax, West to East:

- 338 E Colfax (Tycoon Ramen & Sushi)
- 616 E Colfax (Office Depot)
- 900 E Colfax (Charlie's)
- 1040 E Colfax (Former Smiley's/Downing bus stop)
- 1244 E Colfax (Anytime Fitness)
- 1770 E Colfax (Conoco)
- 2000 E Colfax (Walgreens/Lion's Lair)
- 2340 E Colfax (Chase Bank)

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## Eligibility

This project is open to all -- and *only* to -- local artists. The BID encourages applications from both new and established artists. Artists of color and LGBTQ+ artists especially encouraged to apply. Artists may apply as an individual artist or as a group. Group submissions may be for a single utility box or multiple utility boxes. No more than three submissions per individual or group.

Entries that use a copyrighted or trademarked image will not be accepted. In addition, the art must be original and appropriate for viewing by all segments of the community.

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## Selection

Selected artists will be notified via email by July 22nd, 2020.

## Artist Stipend

The Colfax Ave BID will provide artists with a \$300 stipend per utility box.

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## Art Specifications & Guidelines

Specifications:

- Initial artwork submission can be conceptual. Selected artists must provide finalized digital artwork meeting all below requirements for production by July 31st. Use the below dimensions as a guideline for your work. Utility boxes differ slightly by size, so final dimensions will be determined after artists are selected.
- All power box designs must meet the following online format specifications required for uploading.
  - File type: JPG/PNG/PDF/AI/EPS
  - Dimensions: ability to be scaled at either 34.25"x40.25" or 28"x34.25". Final dimensions will be determined once the artist is selected and the power box location assigned.
  - Resolution: 300 dpi

The following guidelines should be followed:

- Artwork should exemplify the strength and resiliency of the Colfax community and share a message of hope for the future.
  - Art must be original and appropriate for viewing by all segments of the community.
  - Artists should include their information (Instagram handle, website, etc.) on their design so that the public can engage with and share their artwork.
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## Application

The online application for submittal will include:

- Conceptual design for the main design area (pedestrian side of power box). This is the piece that will be produced on a vinyl sticker for installation.
- A brief artist statement that describes the artist's interest in the project and how the artist believes the proposed piece will enrich the area.
- A minimum of two (2) examples of previous work.

## Installation & Materials



Artists will work with the Colfax Ave BID to coordinate a day/time for installation between Monday, August 17th and Friday, August 21st. Installation guidelines are as follows:

- The Colfax Ave BID will prep all power boxes for installation.
- Selected artwork will be reproduced on vinyl stickers and installed on the pedestrian side of the power boxes by either artists or Colfax Ave BID staff.
- The Colfax Ave BID's logo will be installed on the street side. Artists are encouraged to paint and decorate the remaining smaller sides of their box. The concrete base should NOT be painted.
- During installation, artists may want to block off the box to keep the public from brushing against any wet paint or coating, but care should be given to leave at least five (5) feet of the sidewalk open for pedestrians and to be in compliance with ADA requirements.
- When using any paint on the box, it should be done in a manner that no moisture gets inside the box through any vents. There are sensitive electronic components in the box. The levers/handles/keyholes on the boxes should not have any coating over them.
- After installation and painting/decoration of additional sides, a protective anti-graffiti clear coat will be applied by Colfax Ave BID.
- Artists are responsible for cleanup of their area and safe disposal of all paint materials. All paint materials used should be suitable for outdoor use.

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## Attribution

When the Colfax Ave BID uses the artist's images or the artwork for promoting arts programming, the BID will identify the artist and give credit whenever possible.

## Repair and Removal

The Colfax Ave BID will maintain the power boxes and clear any graffiti in a timely manner. If graffiti removal is not possible without damaging the artwork, the artist will be contacted to discuss options.

The BID may remove artwork from a utility box, at any time, for any one or more of the following reasons:

- The artwork or any part of it:
  - Endangers public safety or poses a public safety hazard;
  - Possesses a demonstrated fault in workmanship;
  - Requires excessive or unreasonable maintenance;
  - Is damaged irreparably (including vandalism or graffiti), or to an extent that restoration is unreasonable or impractical;
- The utility box is damaged or needs maintenance, repair, modification, or replacement.