

Colfax Ave 2021 Power Box Art Installation

Colfax Comeback: Call for Artists



Artwork by Kaitlin Ziesmer, Marissa Gomez-Wall, and Mel CK

Project Overview

The Colfax Ave Business Improvement District (BID) is seeking artists to showcase their work to thousands of people that pass our 17 power boxes each day throughout the corridor (yep, we've added two new boxes this year!).

Last year, in the midst of the pandemic, our [Colfax Strong](#) pieces brought messages of hope and resilience to the street. **This year's theme is Colfax Comeback.** As we welcome everyone back to the street, we want to showcase art that captures the feelings that come with being able to gather together in person again.

What does Colfax Comeback mean to you? Is it the classic story of an underdog? The ability to hug a loved one without fear? The collective experience of live music? Or maybe just the simple feeling of connectedness or joy. We invite artists to answer these questions through their art. Local artists of all ages, abilities, and backgrounds are encouraged to apply.

NOTE: This project will reproduce original artworks from participating artists. **All artwork will be produced as a full vinyl wrap and professionally installed by Harmonic Media.** Artwork and file details below.

To apply, please complete the [online application](#) by 5:00 p.m. on Friday, May 28th, 2021. The online application can also be printed and returned by mail; it must be postmarked by 5:00 p.m., May 28th, 2021. Mail to:

Colfax Ave BID
PO Box 18853
Denver, CO 80218

For more information or questions, contact Michelle Valeri at michelle@colfaxave.com or 303.832.2086 ext. 2.

Description and Locations of Power Boxes

There are 17 power boxes along the corridor (we added two new boxes this year!) - locations and closest business listed below for reference. [Check out last year's pieces here](#) to get a feel for how the boxes look. Artists may request a specific location on their application; we'll do our best to accommodate but cannot guarantee a requested location.

Power box locations - north side of Colfax, East to West. Boxes marked with an asterisk* are new for 2021:

- 2331 E Colfax (Floyd's Barbershop)
- 2019 E Colfax (Purple Haze)
- 1775 E Colfax (Taco Bell)
- *1301 E Colfax (The Center on Colfax)
- 1245 E Colfax (Irish Snug)
- 1111 E Colfax (Papa John's)
- 935 E Colfax (Ogden Theatre)
- 629 E Colfax (XBar)
- *341 E Colfax (Fork & Spoon)

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)

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. If submitting for more than one utility box, all designs must be different but may reference each other.

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.

Selection

Selected artists will be notified via email by June 4th, 2021. Installation will take place in early-to-mid July.

Artist Stipend

The Colfax Ave BID will provide artists with a \$200 stipend per utility box.

Art Specifications & Guidelines

Specifications:

- Initial artwork submission can be conceptual. Selected artists must provide finalized digital artwork meeting all below requirements for production by June 11th, 2021. 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 finalized art files will be required to meet the following specifications:
 - Preferred file types: .AI, .EPS, .PDF
 - Other acceptable file types: .PSD, .TIFF, .PNG, .JPEG
 - Color profile: CMYK
 - Bleed: Please add a minimum of .25" bleed to all sides of your file
 - Dimensions: Ability to be scaled at either 44"x64" or 44"x53.5". Final dimensions will be determined once the artist is selected and the power box location assigned.

The following guidelines should be followed:

- 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). Submissions may be hand drawn or computer generated.
- 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 brief description of the inspiration behind the piece and how it ties into the larger *Colfax Comeback* theme.
- A minimum of two (2) examples of previous work.
- Confirmation that the artist can supply the artwork in the required digital format by June 11th, 2021.
- Agreement that the Colfax Ave BID can reproduce the art for collateral materials such as brochures, annual reports, newsletters, on social media, etc.

Installation & Materials

Typically, we use a combination of large-format vinyl stickers and paint on our power boxes. This year, each box will be fully wrapped in vinyl and professionally installed by our friends at Harmonic Media.

Artists' work will be showcased on the pedestrian side of the power boxes and extend seamlessly over the top and sides of the box. Keep this in mind when submitting your design. The BID's Colfax Ave logo will be displayed on the street side of the box. Artwork will remain on the street for approximately one year.

Attribution & Ownership

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

Artists will authorize the Colfax Ave BID to use their art in marketing materials (print and digital) and on social media to promote arts programming. Should the BID reproduce any art for sale on t-shirts or other materials in the future, the BID and artist will discuss and agree to a profit-sharing arrangement.

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 reason, including, but not limited to 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.