



Colfax Ave 2022 Power Box Art Installation

Counterculture: Call for Artists

Project Overview

The Colfax Ave Business Improvement District (BID) is seeking artists to showcase their work to thousands of people that pass our electrical power boxes each day throughout the Colfax corridor.

Last year, our [Colfax Comeback](#) pieces captured the feelings that come with being able to gather in person again. **This year's theme is Counterculture.** Counterculture is defined as “a way of life and set of attitudes opposed to or at variance with the prevailing social norm.”

We want to celebrate the ideas, people, places, and movements that challenge the status quo and have a connection to Colfax Avenue. Think the Beat Generation (Jack Kerouac would've turned 100 this year), the Civil Rights Movement, the fights for LGBTQ, disability, and women's rights, the Black Lives Matter movement, the punk scene, the Hippie Movement, etc.

In a nutshell, **we're looking for art that showcases and celebrates thinking and acting differently.** 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 27th, 2022. The online application can also be printed and returned by mail; it must be postmarked by 5:00 p.m., May 27th, 2022. Mail to:

Colfax Ave BID
PO Box 18853
Denver, CO 80218

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



Description and Locations of Power Boxes

There are 17 power boxes that line Colfax from Logan to Josephine Streets - 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:

- 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 (Former Irish Snug)
- 1111 E Colfax (Papa John's)
- 935 E Colfax (Ogden Theatre)
- 629 E Colfax (XBar)
- 341 E Colfax (Former Fork & Spoon)

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

- 338 E Colfax (Former 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 power box or multiple power 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.

Selection

Selected artists will be notified via email by **June 3rd, 2022**. Installation will take place in early-to-mid July 2022.

Artist Payment

The Colfax Ave BID will provide artists with a \$200 payment per power box.

Art Specifications and Guidelines

Specifications:

- [Use this template](#) as a guideline for your work. **Utility boxes differ slightly by size, so final dimensions and templates will be provided after artists are selected.** Harmonic Media will host a Zoom meeting for selected artists to answer art-related questions on Monday, June 6th. Check out these [file prep tips](#) for additional guidance.
- Initial artwork submission can be conceptual. **Selected artists must provide finalized digital artwork meeting all below requirements for production by June 10th, 2022.**
- All designs must meet the following format specifications:
 - Preferred file types: .AI, .EPS, .PDF
 - Other acceptable file types: .PSD, .TIFF, .PNG
 - Color profile: CMYK
 - Bleed: Please add a minimum of 1" bleed to all sides of your file
 - Resolution: 300 dpi

The following guidelines should be followed:

- Artists' work will be showcased on **all sides** of the power boxes. The two large faces (front and back) are ideal for big, detailed designs. We encourage artists to use a solid color or pattern on the sides and top of the box. The Colfax Ave BID logo will be

placed on the box in a small area that does not interfere with the primary design.

- 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.

Application

The online application for submittal will include:

- Conceptual design. 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 Counterculture theme.
- A minimum of two (2) examples of previous work.
- Confirmation that the artist can supply the artwork in the digital format specified by the specified deadline.
- Agreement that the Colfax Ave BID can reproduce the art for collateral materials such as brochures, annual reports, newsletters, on social media, etc.

Installation and Materials

Each box will be fully wrapped in vinyl and professionally installed by our friends at Harmonic Media.

Artwork will remain on the street for approximately one year.

Attribution and Ownership

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.

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 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.