

Artful Transformation

City of Whitewater
2025 Traffic Box Public Art Project

Call for Artists

The *Artful Transformation, City of Whitewater 2025 Public Art Project* aims to turn mundane traffic boxes into engaging art pieces, contributing to the aesthetic appeal of our community and enriching the public's daily experience. Each transformed traffic box will become a unique canvas, showcasing the diverse artistic talents of our local and regional artists.

If you are an artist looking for an opportunity to make a lasting impact on Whitewater's public spaces, we encourage you to apply. Your work could become a permanent fixture in the city, admired by residents and visitors.

Project Name: *Artful Transformation*

Project Mission: Enhance Whitewater's downtown by transforming **eight** traffic signal control boxes into unique works of public art that celebrate the city's identity, creativity, and community spirit.

Project Purpose: This initiative seeks to enrich public spaces with vibrant artwork that reflects Whitewater's heritage, culture, and vision for the future.

Project Sponsor: The City of Whitewater

Project Goals:

Enhance our public spaces by transforming ordinary traffic boxes into artistic features and bring beauty and character to our town that:

- **Showcase Our Local Talent:** Provide a platform for local and regional artists to display their creativity and skills.

- **Celebrate Our Heritage:** Promote themes that honor Whitewater's rich history, diverse community, and cultural tapestry.
- **Engage and Inspire:** Create visually appealing art that captivates both pedestrians and drivers, making every day commutes more enjoyable.
- **NOTE:** Maintenance should be the responsibility of the City of Whitewater.

Eligibility

This project is open to any artists or artist teams, with a preference for those with a strong connection to Whitewater. We welcome all submissions. All participating artists will be required to sign an artist agreement and a hold harmless release.

How to submit a proposal:

Fill out the application available online at www.whitewater-wi.gov or by request that includes:

1. **Proposal Description:** Share your vision with a concept statement, themes, and your preferred locations. See the map of locations for boxes to be painted and choose your first, second and third choices. First come, first served.
2. **Visuals:** Traffic boxes (please see the attached map for location and sizes) are to be painted on all 4 sides and the top. Include sketches or mock-ups of your original proposed designs (no premade patterns or licensed images allowed.)
3. **Budget:** Submit an itemized budget up to \$3,000 per traffic box, covering materials, labor, and a contingency plan.

Accepted brands of paint to use on project:

• **Rust-Oleum Protective Enamel Paint** - Known for its durability and rust resistance, it adheres well to metal surfaces.

• **Krylon Dual Superbond Paint + Primer** - This paint and primer in one provides a strong bond to metal surfaces and a long-lasting finish.

• **Hammerite Direct to Rust Metal Paint** - Ideal for rusted surfaces, it requires minimal preparation and offers a stylish, protective finish.

^a**ARTEZA Outdoor Acrylic Paint** - A versatile set of acrylic paints that are weather-resistant and perfect for outdoor projects.

• **Craft Smart Outdoor Acrylic Paint** - Specifically formulated for outdoor use, it's waterproof and UV-resistant.

- 4. Resume or Bio:** Tell us about your artistic experiences and your/your team goals. We want to know more about you!
- 5. Portfolio:** Showcase up to 3 examples of your previous work (if any) with descriptions.

Artist Selection Process: A Public Art Committee will review submissions. This committee is made up of members of the Whitewater Arts Alliance, City Council, local artist, and other knowledgeable officials. We'll be looking for creativity and community relevance.

Ownership: Once finished, the artworks will become part of the City of Whitewater's collection, and artists will be credited for their contribution(s). Participating artists (or a Team Leader) will be asked to sign a contract to confirm their commitment, understanding, and to ensure the project's successful completion.

Submission Details: Please submit your complete digital applications to: Taylor Zeinert at tzeinert@whitewater-wi.gov. Contact her with any questions by phone at: 262-473-0148.

Key Dates:

- **Applications Open:** January 15, 2025
- **Application Deadline:** March 15, 2025
- **Artist Selection Announced:** April 30, 2025 (Notifications of winners will be announced on the City of Whitewater Web Site via press release and sent to all local publications, and in an email to the selected artists.)
- **Paint Period:** June - August 2025
- **Celebration Ceremony:** September 13, 2025 at 10 AM at the Bridge Fountain/ Traffic Box area

We look forward to seeing your creative proposals and celebrating the artistic talents that make our city unique.

Mission statement: The City of Whitewater provides efficient and high-quality services which support, living, learning, playing, and working in an exceptional community.



www.whitewater-wi.gov
Telephone: 262-473-0144

Office of Neighborhood Services
312 W. Whitewater St.
Whitewater, WI 53190

Application Form in Response to the Call for Artist for Whitewater Traffic Boxes

Artist Information

Name of Applicant/Team Leader:

Additional Team Members (if applicable):

Mailing Address:

Phone Number:

Email Address:

Proposal Information

Project Title or Theme:

Proposed Location(s):

Description of Concept (max 500 words):

(Please describe your design concept, including inspiration, themes, and how it reflects the City of Whitewater.)





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Visual Attachments:

- Design sketches/mock-ups included (max 4 images in JPG or PNG format).
-

Experience and Qualifications

Resume/Bio:

- Resume attached for all team members.

Portfolio:

- Examples of up to 3 previous works attached (include title, size, material, and brief description).
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Budget Information

Total Proposed Budget:

\$ _____

Itemized Budget (labor, materials, contingency, etc.):

(Please attach a detailed breakdown of costs.)

- Itemized budget included.
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Maintenance Plan

How will the artwork be protected and maintained? (max 300 words):

(Please describe how you will ensure the durability and vibrancy of your design.)



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Additional Information

Do you have strong ties or a strong connection to Whitewater, WI? If yes, please describe briefly.

Will you collaborate with local organizations or businesses for in-kind support?

Yes No

If yes, provide details:

Declaration

I certify that all information provided in this application is accurate to the best of my knowledge. I understand that if selected, my design will become the property of the City of Whitewater.

Signature of Applicant/Team Leader:

Date:

Submission Instructions

Submit completed applications and attachments digitally by email to tzeinert@whitewater-wi.gov by **March 15, 2025**. For questions, contact **Taylor Zeinert, Economic Development Director** at 262-473-0148.

