



**CALL FOR ARTISTS  
ART SIGNALS  
SIGNAL BOX PAINTINGS  
Reno, Nevada**

**DEADLINE: April 8, 2019 at 5:00 pm**

**ELIGIBILITY:** The Project is **OPEN** to artists in a regional area encompassing Nevada and Northern California with experience in public art projects.

**PROJECT DESCRIPTION:**

A public art project which creates new artwork for public display within the City of Reno utilizing selected signal boxes located throughout Reno. Goals of this project include: transforming utilitarian structure into an art form; increasing public awareness of art; broadening viewers' perspectives of public spaces within the City; and fostering a sense of place on Reno's streets. The artist(s) selected should have demonstrated experience working in public locations subject to vandalism. Artwork will be selected based on the quality of design and have a 5-year life expectancy.

Proposals should consider aesthetically pleasing use of color and form as well as relate well to the surrounding environs in which they will be placed. Proposals should reflect thoughtful consideration of locations and site-specificity. Large areas of black and/or dark colors are discouraged due to the risk of overheating the signal boxes. Outside murals are subject to the harshest environmental conditions; murals must be painted with high-quality color-fast paint with the proven ability to maintain color-fastness for five-years. Artists are expected to provide manufacturer specifications on chosen materials with proposal. Materials, colors used, and design will be at the approval of the City of Reno. Upon application the artist must take into consideration: need for doors or hinges to open, keyholes not to be painted over, and not covering vents. All signal boxes are programmed for the general public. The appropriateness and quality of proposals is determined by a review panel, whose recommendations are provided to the Public Art Committee and Reno Arts and Culture Commission for final approval.

**SPECIFICATIONS:** Selected artist(s) will design and execute one-of-a-kind two dimensional images that wrap around all sides and the top of the selected signal box. Paint specifications as follows: Base coat (exterior white paint—Kilz Premium Primer Interior/Exterior); Main coat (Chroma Acrylic Mural Paint, Golden Heavy Body Artist Acrylics, Liquitex Heavy Body Acrylics, Rust-Oleum Professional Rust Resistant Enamel Spray Paint); Top coat/sealant (Rust-oleum clear coat spray paint gloss, Rust-Oleum Ultra Cover Gloss Clear).

**LOCATIONS:**

- Wells & I-80 off ramp
- North Sierra across from Circus Circus parking garage
- Fifth & Sierra
- Center & Plaza
- Lake & First
- Wells & Sixth
- Sutro & Wedekind
- Sutro & Oddie
- Fourth & Valley
- Fourth & Sutro
- Fourth & Wells
- Fourth & Sage
- Harvard & Plumb
- Vassar & Holcomb
- Virginia & S. Meadows Marketplace
- S. Meadows & Double R
- Steamboat & Veterans Parkway
- Stead & Lear

- Golden Valley & N. Hills
- Wedge Parkway & Mt. Rose Highway

**BUDGET:**

Project Budget is \$500 per signal box, estimated to cover \$100 for materials and \$400 for the artist fee.

**SUBMISSION REQUIREMENTS:**

1. Current resume detailing professional artistic accomplishments and references from past public art projects, including awards if applicable.
2. Digital images of relevant art work (min. 3, max. 10) Images must be labeled with artist’s last name, numbered according to Image List and sized at 72 DPI, 1000 pixels on the longest side, in JPG format. (ex: LastName01.jpg)
3. Image List - image number, title, media, size, date, location, description of work, including awards if applicable.
4. Project Approach: articulate design concept, anticipated maintenance requirements, estimated dates of execution and choice of materials (including manufacturer specifications). Limited to one page, type written, artist’s name, phone and return address.
5. Visual representation of project proposal. This will be done on the Signal Box Design Submission Template provided at <http://www.reno.gov/about-reno/arts-culture/call-for-artists>
6. Project Budget (design/artist fee and materials).
7. If you have a preferred signal box that you would like to paint, you may list your preferences.

**EMAIL SUBMISSIONS TO:** [bernerm@reno.gov](mailto:bernerm@reno.gov)

ESTIMATED SIGNAL BOX CALL FOR ARTISTS TIMELINE	
February 13, 2019	<b>CALL AVAILABLE</b>
April 8, 2019	<b>SUBMITTAL DEADLINE</b>
April 15, 2019	Selection Committee selects artists
May 14, 2019	Arts and Culture Commission selects finalist(s)
May 15, 2019	<b>ARTIST(S) NOTIFIED</b>
June – July, 2019	<b>Artist(s) paint signal boxes</b>

**Application Information or Submittal Address/Information:**  
 Megan Berner \* [bernerm@reno.gov](mailto:bernerm@reno.gov) \* 775.326.6333  
 McKinley Arts and Culture Center \* 925 Riverside Drive \* Reno, NV 89503