



# Vista in Bloom



**Call to Artists: Utility Box Project**



200 Civic Center Drive • Vista, CA 92084  
760.639-6151 • cityofvista.com

**Recreation & Community Services**  
*in Conjunction with the*  
**Public Arts Commission**  
*Announces a Call to Artists for Vista in Bloom*  
**Utility Box Beautification Project**

*The City of Vista is issuing a Call-to-Artists for artists interested in creating artwork for the Vista in Bloom project which beautifies utility boxes throughout the city. In an attempt to update the existing utility box artwork and add visual interest to Vista, the City of Vista and the Public Arts Commission are seeking artists for new artwork to be painted on existing utility boxes. Artists will receive a stipend of \$100 for artwork that is selected and installed. This covers artists time, labor, and materials. Please note that the City of Vista will not provide paint or materials.*

#### **BACKGROUND**

The Vista In Bloom project is a public art program designed to transform common traffic control utility boxes into distinctive works of art, creating a more vibrant, attractive cityscape. This program is under the direction of City Council, and is supervised and facilitated by the Public Arts Commission and city staff. The program celebrates local artwork, acts as a deterrent to graffiti, and involves residents in contributing to the beautification of the city.

#### **OVERVIEW**

In multiple stages, the City of Vista staff and Public Arts Commission will select artwork on existing utility boxes throughout the city. The original artwork can be designed/created in any 2D medium.

#### **ELIGIBILITY**

1. All artists residing, working or attending classes in Vista, California or San Diego County are eligible.
2. Residents, students and those working in the City of Vista will receive preferential acceptance status.
3. Entries must be the original design and artwork of the entrant and suitable for viewing by all ages.

#### **ARTIST STIPEND**

Artists will be awarded a \$100 stipend. This is inclusive of all artist fees, supplies and time spent. Upon selection of the design and execution of the Artist Agreement, artists will receive an initial disbursement of funds at 50% (\$50), with the remaining 50% (\$50) paid upon completion of the project.



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## ARTWORK THEMES

1. All artwork must be original, and created by the applying artist(s) for this project.
2. Creativity and innovative design are encouraged.
3. Artwork theme is encouraged, but is not required to:
4. Represent various aspects of the City's iconic history, past and present.
5. Reflect the specific neighborhood or area of the box location. For historical images of Vista, please feel free to visit the Vista Historical Society at [vistahistoricalsociety.com](http://vistahistoricalsociety.com).
6. Artwork must not contain:
  - Political statements or persons
  - Religious references, symbols or numbers
  - Copyrighted or trademarked material
  - Corporate or organizational branding
  - No profanity, offensive language, or depictions of such

## APPLICATION REQUIREMENTS

Print, complete and sign an application form with the completed utility box diagram, and submit to [vistapublicart@cityofvista.com](mailto:vistapublicart@cityofvista.com) or via mail or in person to Recreation & Community Services, **200 Civic Center Drive, Vista, CA 92084**.

## TIMELINE, SELECTION, AND CRITERIA

1. Proposals are due **February 21, 2019 by 4:30 p.m.**
2. Designs will be reviewed and selected by the Public Arts Commission and city staff on **March 5, 2019** and artists will be notified shortly thereafter
3. Once the artist signs an agreement with the City of Vista, the actual project must be completed within 30 days.
4. All applications will be prescreened by city staff to assure completion of application, adherence to guidelines, appropriateness of subject matter and quality of submission before being presented to the Public Arts Commission for review.
5. The city staff liaison for the Public Arts Commission will submit recommendations for final approval to the City Council.

*Artist agrees to abide by all local, state and federal laws. Artist agrees to defend, waive, release, indemnify and hold harmless the City of Vista and its officers, agents, employees and volunteers from and against any and all claims for damages to persons or property arising out of artist's negligence or intentional misconduct as may relate to this project. This indemnity shall include any and all costs, expenses, attorney's fees and court costs arising out of artist's participation in this project and any illness or injury resulting wherefrom except injury caused by the sole negligence of city.*

# 2018-19 Vista in Bloom

## Utility Box Beautification Project

Sponsored by the City of Vista & Public Arts Commission

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

I am 18 years of age or older \_\_\_\_\_yes \_\_\_\_\_no

Art Education and/or Experience

\_\_\_\_\_  
\_\_\_\_\_

Please indicate why you wish to be involved with the "2018-19 Vista In Bloom Project."

\_\_\_\_\_  
\_\_\_\_\_

*\*Please feel free to attach resume (not a requirement)*

*I agree to abide by the guidelines and procedures established by the City of Vista and Vista Public Arts Commission for the "Vista In Bloom" project.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*For interested participants under 18 years of age, please recognize that students are encouraged to participate in the 2018-19 Vista In Bloom Project. Parental consent and supervision are requirements for participation, and appropriate signatures must be completed below:*

My son/daughter \_\_\_\_\_ has/have my permission to participate in the 2018-19 Vista in Bloom Project. I understand and acknowledge the following: 1) It is my responsibility to insure that my child is supervised by an individual 18 years or older while he/she is preparing to paint or engaged in painting a utility box.

Parent/Guardian Name (please print) \_\_\_\_\_

\_\_\_\_\_  
Parent/Guardian Signature

\_\_\_\_\_  
Date

Return to Vista Recreation and Community Services Department  
200 Civic Center Drive · Vista, CA 92084-6240

## UTILITY BOX DIAGRAM

*This is a fold-out of a typical utility box showing all four sides and the top. Use it to show the type of image you would like to paint. Please use the colors that you are proposing based on the available paint colors of: primary - yellow, blue, red, and secondary - orange, green, purple, and black and white. Your utility box may be a different shape, so an update of your rendering may be necessary. The theme is "Vista in Bloom".*

