



Hamilton

## TRAFFIC SIGNAL CABINET WRAPS 2023 PUBLIC ART PROJECT

### **Appendix B - MATERIALS & METHODS**

The following information is provided to assist artists in making their submissions and appropriate design decisions to suit the application and site.

#### **Copyright**

By making a submission to this call, the artist guarantees that designs submitted are their own original creations and do not infringe upon the copyright of any other individual or group.

#### **Content of Artwork**

Artwork should not be designed or proposed to be site specific (artwork will be installed across the city).

Artwork must be appropriate for display in public places and shall therefore not portray nudity, hate speech or violence.

Artwork shall not be advertising therefore logos, phrases or branding for any business, product, service or private interest should be avoided.

Artwork must not incorporate imagery resembling traffic signals or signage and/or any content that may pose a distraction to drivers.

#### **Defacement Prevention**

Artwork must be deterring of graffiti-tagging and other defacement. Strategies to discourage tagging and postering include artists avoiding large areas of solid colour and/or blank spaces within the artwork and using a rich colour palette, minimizing light colours, in their design.



## **Digital Requirements**

As part of the proposal process via Submittable, concept sketches (using the template provided as Appendix C) are to be submitted in either JPG/JPEG/PDF format at a minimum resolution of 150 dpi. All other documents are to be provided in PDF format.

Proposals selected by the Jury for implementation will be finalized and submitted at a minimum resolution of 300 dpi sized to 50% of actual cabinet size, for large-format reproduction.

Selected artists that have limited access to a computer and/or minimal digital experience can register for an artist training workshop to help get their artwork print ready. The workshop will be held in late March 2023 and its cost will be covered by the City.

## **Printing and Installation**

Digital files of the selected artwork will be provided to a City hired contractor to print and install on traffic signal cabinets.

Traffic signal cabinet sizes vary approximately 20% to 30% throughout the City of Hamilton from the standard presented in Appendix C Artist Sketch Layout. This standard reflects the most common dimensions. If your design is selected by the Jury for implementation, you may be required to reformat your proposal to fit its intended traffic signal cabinet and allow for any unique features. City staff will coordinate with the printer-installer to ensure this is accomplished in a way that preserves the integrity of the artwork.