



RANCHO BERNARDO UTILITY BOX PUBLIC ART PROJECT

March, 2009



Help! Please make me beautiful!

CALL FOR ARTISTS

Sponsored by The Rancho Bernardo Community Council

OVERVIEW OF THE COMMUNITY ART PROJECT:

In Spring 2008, the Rancho Bernardo Community Council was granted permission by the SDG&E to paint artwork on the utility boxes in our downtown district. A committee of local volunteers met and developed a plan to implement the project. Beginning in January 2009, artists may submit drafts of proposed artwork to the jury for consideration.

THE FIRST PHASE:

The first boxes to be painted are on Rancho Bernardo Road from Pomerado Rd. to the I-15 and on Bernardo Center Dr. from Rancho Bernardo Road to the library. There are approximately 20 boxes in that district. Most of the boxes are 3'x3' square as pictured on this page.

PAINTING CRITERIA:

The boxes must be painted in their entirety-all sides and top-except when the back side cannot be viewed by the public, in which case it may be painted one color. There are no theme requirements, however SDG&E requires that the design be artistic and not promote any Race, Color or Creed, Individual, Group or Religion. Oil paint must be used and the identification numbers and decals may not be painted over.

Rancho Bernardo is a planned community. The jury will appreciate artwork proposals that are tasteful and appropriate to our community, in the sole discretion of the art jury.

HOW TO PARTICIPATE:

Artists should email their four-color drafts to: artists@rbcommunitycouncil.com. Please put 'utility box project' in the header to avoid spam status. Include your name, address and phone number in the email. Include the draft as an attachment so that it can be sent around separately to the jury members. A receipt of application will be sent via email within 10 days of receiving your submission.

AN ARTISTS' CONTRACT:

On the RB Community Council website artists will also find a contract. Please read it over carefully. If artwork is submitted, it is assumed that the artist has agreed to the contract and will sign same upon approval.

THE JURY:

The jury is comprised of members of the oversee committee. Please do not contact the jury members directly. The jury will only meet once a month, so regrettably artists may need to wait weeks for a response. After the jury meets, each artist will receive an email from the committee.

CONTACTS:

The RBCC Co-Chairs are Suzanne Burns (suzannebrb@aol.com) and Beverly Judge (Califgirl10@sbcglobal.net). If emailing, please put "utility box project" in the header to avoid spam status. Artwork may also be mailed via post. If there are questions, artists may contact Suzanne at 673-4289.



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ARTIST CONTRACT INFO

ARTISTS WILL SUBMIT DRAFTS VIA THE INTERNET:

Please submit a four-color draft to artists@rbcommunitycouncil.com. Include renderings of both the proposed front panel and one side panel of your artwork. The artwork painted on the utility box must match the draft submitted to the jury.

ARTISTS WILL RECEIVE NOTIFICATION AFTER THE JURY MEETS:

The jury will email the artists a response after their evaluation meeting. It may be a rejection, a suggestion to alter the work to better fit into the community plan, a notice that the artwork is still under consideration for a later date, an acceptance of the proposal or other decisions as the jury deems desirable.

IF THE ARTIST IS ACCEPTED:

A particular box will be assigned each artist. Instructions will include the location and the SDG&E identification number. The artist must paint that box and the paint must be oil based. Before painting, the artist should prep the box by wirebrushing or steelwooling the box to remove grim and rusty debris. The artist should paint the box within 2 months of receiving notice, unless there are extenuating circumstances (rain?!). Artists needing extensions should call Suzanne Burns at 858-673-4289. Boxes will not be held indefinitely.

SDG&E RULES:

The design must be artistic and not promote any Race, Color or Creed, Individual, Group or Religion and the identification numbers and decals may not be painted over. In general, they ask that no words be included on the artwork. The artist may sign their name discretely on the box. The box is property of SDG&E and at any time they can remove or replace the box at their discretion.

THE ARTIST IS A VOLUNTEER:

The artists agrees to perform all work as a volunteer with no compensation. The artist works at his or her own risk. The RB Community Council has no policy to cover the artist in case of injury. The artist waives all rights/ownership and the artwork may be used for publicity purposes.

THE SUNSET CLAUSE:

The RB Community Council reserves the right to paint over the artwork at their sole discretion. For example, it will be painted over if the artwork does not match the proposed draft, if the artwork is not executed in a professional manner or if the artwork is damaged. Artwork may be painted over to allow other artists to create new work or for other various reasons.

DONATED PAINT:

The RB Community Council has a limited supply of donated paint which artists are welcome to use. Call Janet Atkin at 858-487-7033 to arrange for paint. Artists must use their own brushes and materials. (The paint was donated by Frazee and Sherwin-Williams.)

UTILITY BOX PROJECT VOLUNTEER COMMITTEE:

Beverly Judge, RB Community Council
Suzanne Burns, RB Community Council
Ellen Willis, RB Planning Board
John Woods, RB Planning Board
Janet Atkin, Community Member at Large
Alethea Altenbern, Community Member at Large

Ron Bamberger, BTCPOA
Phil Ladman, BTCPOA
Bennett Lord, Architect, business owner
Toni Kraft, RB Business Association
Libby Lolass, RB Art Association member
Cherie Kuptz, Chair, RB High Art Dept.