

Midtown Trash Can Art-Wrap Program Art Selection Committee – Project Background

Project Overview

The Midtown Trash Can Art-Wrap Program will introduce public art to the community through implementing vinyl wraps featuring the work of local artists on street litter containers throughout Midtown Sacramento. The purpose of this program is to beautify public spaces in the Midtown community, create a sense of civic pride for Sacramento artists, and to enhance Midtown's reputation as the center for culture, creativity, and vibrancy in Sacramento's urban core.

Over a period of several years, up to 21 street litter containers throughout Midtown will be wrapped with the artwork of local artists. Midtown Association (MA) is currently seeking artists to provide artwork designs that will be installed on street litter containers in 2019 and 2020. Participation in this program provides the unique opportunity for an artist's work to be displayed in a public setting.

Budget

- Artists will receive a \$400 honorarium for each final artwork design
- Fabrication and installation of the wraps will be managed by Midtown Association

Art Selection Committee Expectations:

- Each committee member nominates two local artists to provide artwork designs
- Committee members will approve conceptual designs, potentially provide feedback and recommendations, and approve final artwork designs
- Committee members will attend one in-person meeting and communicate through e-mail and online platforms

Art Selection Process

As a member of the Art Selection Committee you will nominate two local artists. Each artist will be asked to provide up to two design concepts.

- Selected artists will be put under contract, provided a design template, and asked to prepare up to two conceptual designs.
- The Art Selection Committee will approve conceptual designs and/or make recommendations based on established design criteria. If not approved, the artist must consider the comments made by the Art Selection Committee and incorporate into the design.
- Artists will provide final designs to Midtown Association to be shared with Art Selection Committee for final approval. One design will be implemented on a street litter container in 2019 and the other design may be implemented in 2020.



Artist Selection Criteria

Artist selection criteria includes, but is not limited to:

- Artists should be local to the Sacramento area
- Artists should be 18 years of age or older
- Artists should demonstrate artistic excellence in past work
- Artists should demonstrate willingness to consult and work with Midtown Association and Art Selection Committee.

The artist's designs will be transferred to vinyl format and will be installed on select street cans throughout Midtown. Midtown Association will be responsible for the fabrication and installation of the vinyl.

Design Criteria

- Artwork should be suitable for all audiences and should not contain political, religious or controversial themes.
- Artwork may be created in a variety of mediums. The artist will be responsible for providing final designs in a high-resolution digital format acceptable to Midtown Association and vinyl wrap company.
- Designs should be created with the specific location of the trash can in mind.
- Additional messaging may be installed on top of design, including but not limited to, sponsor identification and messaging related to trash disposal instructions.
- Design may be moved to a different street litter container or permanently removed from the street litter container when necessary.
- Midtown Association shall retain copyright of the design.

Art Selection Committee Timeline *(Subject to change)*

Artist Nominations Due	Monday, Sept. 24
E-mail artist name(s), contact information, and artist website (or similar) to Hannah Gugino, Placemaking Manager at hannah@exploremidtown.org .	
Conceptual Design Review / Approval	Tuesday, Nov. 13 – Friday, Nov. 16
Committee reviews conceptual designs and provides approval to proceed and/or feedback and recommendations using online platform.	
Final Design Review / Approval	Thursday, Dec. 13 – Tuesday, Dec. 18
Committee reviews final designs and provides approval to move forward with artwork installations using online platform.	
Artwork Installation	January 2019

