Calling All Artists!

Outreach Through Art!



A program supported by the Town of Windsor Division of Water, Environment and Sustainability and the Public Art Advisory Commission

Town of Windsor
CALIFORNIA

Parks Make Life Better!®

A message to the artist …

The Town of Windsor is pleased to announce a new Outreach Through Art: Storm Drain Painting Project. This inspiring program combines environmental awareness with community art, aiming to spread the vital message of keeping our creeks clean while beautifying public spaces for everyone to enjoy.

By transforming ordinary storm drains into vibrant works of art, this initiative promotes a healthier environment and enhances the charm of our town, benefiting residents and visitors alike.

We are educating through art, and we would like you to be part of it**!** We invite artists of all ages and abilities to participate by submitting artwork for sidewalk storm drains, showcasing the theme:

> Theme: "Keep trash, pollutants, and debris out of the storm drain to keep our creeks clean and ensure the health of plants, wildlife, fish, and birds."

In 2025, artists will be selected through a competitive process to paint designated storm drains. **Will you be one of them?**

GOAL

Over the next few years, this program will eventually create a connection of art covered storm drains throughout the Town of Windsor.

SITES

Three to four closely located storm drains throughout the Town of Windsor will be painted by selected artists in 2025. Specific locations will be assigned by the Town once the Artists have been selected.

ELIGIBILITY

This project is open to all Sonoma County regional artists however a priority will be given to Windsor residents and students who attend a Windsor Unified School District school. Artists/Art Teams (Artists) may submit ONLY one (1) application for this project. All team members must meet artist qualifications.

APPLICATION INFORMATION

ARTIST STIPEND

If selected, artists will be asked to paint three storm drains at a designated location and will receive a stipend of $200.00 per storm drain painted. The stipend is all-inclusive and must cover all costs incurred by the artist in the course of designing and installing the artwork.

To apply, please submit a completed application, conceptual renderings of three storm drain designs, and up to three digital images of prior work and return it by the application deadline. Application and renderings are highly encouraged to be submitted in PDF format.

Application and additional information can be downloaded at:
www.townofwindsor.com/paac

All application and supplemental materials must be received no later than 5:00pm on the application deadline via email or mail. Incomplete or late submittals will not be considered.

EMAIL: nherman@townofwindsor.ca.gov *Please include Outreach Through Art in the subject line of the email.*

SELECTION PROCESS

Submissions will be reviewed by the Public Art Advisory Commission. Once the artwork is selected, the Commission will formally recommend the Artists to Council and will send a notification by email and formal letter to the Artists notifying them of the assigned storm drains. Selected artists will be notified 5-7 weeks after submission deadline. ***The Town reserves the right to reject any or all submissions, at its sole discretion.***

CRITERIA USED TO SELECT ARTISTS

- Utilization of space
- Articulation of theme
- Color scheme
- Overall impact
- Creativity

APPLICATION INFORMATION

PROPOSED TIMELINE (subject to change)



Calling All Artist Announcement: January-February, 2025

Submission Deadline: February 21, 2025

Selection Process: March 2025

Artist Selection Announcement: April 17, 2025

Artist Pre-painting Workshop: June, 2025

Storm Drain Painting: June, 2025

GUIDELINES FOR STORM DRAIN ARTWORK



- Artwork must reflect the theme selected.
- Artwork must be suitable for viewing by all ages.
- Artwork must be original and may not contain advertising, religious art, sexual or illegal drug content, negative imagery, convey political partisanship or contain any representations of traffic lights, signs or signals.
- Artists must submit three designs communicating the theme.
- The committee will select each artists and designate a location for each artist.
- Artists are responsible for cleaning, priming (primer provided), and painting the storm drains.
- Artists are responsible for applying protective anti-graffiti coating (coating provided) on the finished artwork.

LEGAL & INSURANCE REQUIREMENTS

Artists who are awarded contracts for this project will be required to comply with the Town's liability requirements. Those requirements are outlined in the artist agreement. Upon acceptance of the stipend, the selected artworks become the property of the Town, however the Town will only use the selected artworks for the Outreach Through Art program which may include print and online marketing materials. Selected artwork may need to be modified to fit graphic and design requirements for the actual painting area. Such modifications will be directed at the sole discretion of the Town.

APPLICATION INFORMATION

INELIGIBLE ENTRIES

A proposal will be ineligible if the mural contains a copyrighted or trademarked image, logo, brand or business name.

PROGRAM SPECIFICS

- Artists will be provided primer and anti-graffiti coating which must be applied by the artist as part of the project. All other supplies are the responsibility of the artist.
- Artists must use high quality exterior acrylics – low-sheen, eggshell or satin finish – paints.
- Artists are responsible for protecting and cleaning their work area and the safe disposal of all paint materials.
- Artwork is considered temporary and will be "refreshed" with new public art approximately every five years (or sooner if necessary) by a new artist selected through the competitive process. The anti-graffiti treatment will help maintain it for the term of the installation.
- The artwork that is included on the application must closely replicate the art that will be painted on the storm drains.
- The Town is asking the artists to submit three designs intended to communicate the theme.
- Sizes of artwork area will vary. Please be prepared to adjust artwork to the size of the assigned area.
- Artists will be responsible for blocking off the area to keep the public from stepping in wet paint. Please keep at least four (4) feet of the sidewalk open for pedestrians in compliance with ADA requirements.
- The Town reserves the right to provide additional direction during the pre-painting workshop.