

# Request for Proposals - Solar Energy Trailer Wrap

## Project Summary

**DESCRIPTION:** The Town of Chapel Hill's Public and Cultural Arts Office, a Division of the Parks & Recreation Department, invites artists to submit proposals for a two-dimensional design for a vinyl wrap of an events trailer that doubles as a solar generator. The selected artist or artist team will receive a \$2,000 honorarium to create an artistic design to be emblazoned on the sides, back, and front of the trailer. The trailer will be shown and used at many festivals and events sponsored by the Town.

**ELIGIBILITY:** Open to all artists 16 years of age and older residing in Orange, Chatham, Durham, Wake or Alamance County.

**DEADLINE FOR APPLICATIONS:** Tuesday, June 30, 2015

## Project Overview

Artists are invited to create original designs for the front, rear, left and right sides of a trailer which is 89" tall by 74" wide by 145" long (additional specifications below) and has a roof covered in solar panels. Text and letters are permitted when used as part of the overall design. Designs could reference solar imagery, energy, sustainability, or the mobile quality of the trailer on which the art will be displayed.

Submitted preliminary designs and their copyrights will belong to the artists. The Town of Chapel will use submitted preliminary designs and information for proposal review purposes only.

## Solar Trailer Specifications and Wrap Process

The selected two-dimensional design will be professionally reproduced on the front, rear, left and right sides of the trailer (the trailer roof has no room for design as it is covered in solar panels. See photos of the trailer at the end of this RFP). Please note the following specifications and processes:

- Approximate dimensions of the trailer are 89" tall x 145" long for left and right sides of the trailer, 89" tall x 74" wide for the rear side of the trailer, and 58" tall x 74" wide for the front of the trailer (front side has less surface available for wrap due to a metal bumper plate at the bottom – see photo at end of this RFP).
- The selected artist / artist team must create a final design suitable for the printed trailer wrap and in a digital file format suitable to the wrap vendor. Access to trailer for further measurements and other assistance may be provided as needed. The selected artist / artist team may need to confer directly with the wrap vendor on design specifics. View vendor file specifics here: <http://www.townofchapelhill.org/home/showdocument?id=28295>
- The finished medium for the trailer wrap is laminated, pressure sensitive adhesive vinyl.
- Artwork will be printed flat using an ink jet printer with solvent ink. The vinyl is then peeled, placed and heated onto the surface of the trailer.
- The design for the rear of the trailer will need to include or accommodate text naming the artist, the program and the sponsors.

## How to Apply

Artists may upload proposal materials as digital files or send through the postal mail a CD or DVD containing digital application materials to the Public and Cultural Arts Office (addresses provided below). No hardcopy portfolios will be considered or returned. Only one design proposal may be submitted per individual. Artists working in a team may only submit one proposal; they may not also submit proposals as individuals. Artists will be responsible for submitting a proposal packet that includes the following five components:

### 1. **Resume**

Resume (no more than two pages). Teams should submit one resume for each team member. File name: *resume\_Lastname\_Firstname* (example: "resume\_Smith\_Jane")

## **2. Statement of Interest**

A one-page letter of intent expressing interest in the project as well as a description of the approach to the project and the proposed design. File name: *statement\_Lastname\_Firstname*

## **3. Previous Work, Digital Images**

Five digital images of recent previous work (created within the past four years) in PC compatible JPG format as close as possible to 650 pixels tall by 900 pixels wide at a resolution of 72 pixels per inch. File name: *previouswork#\_Lastname\_Firstname* (example: "previouswork1\_Smith\_Jane")

## **4. Annotated Image List**

An annotated image list corresponding to the five recent previous works mentioned above that provides the artist's name, title of work, media, and any other relevant information. File name: *imagelist\_Lastname\_Firstname*

## **5. Preliminary Design**

The preliminary design should be proportional to the trailer dimensions and provided in a PC compatible JPG format as close as possible to 650 pixels tall by 900 pixels wide at a resolution of 72 pixels per inch. Once an artist/artist team is selected for this project, that artist/team will be contracted to submit a refined "final design". The preliminary design should be either:

- One single design that can be replicated on the front, rear, left and right sides of the trailer; or
- Four related designs with a specific design for each of the front, rear, left and right sides of the trailer.

Please upload all digital application materials by Tuesday, June 30, 2015 to:

<https://app.smartsheet.com/b/form?EQBCT=94ef0f0638884693a6883136c5ab2488>

(files submitted in a single .zip file is preferred, though files may be uploaded individually as well)

or send a CD or DVD containing application files through the postal mail to:

Chapel Hill Public and Cultural Arts Office  
200 Plant Road  
Chapel Hill, NC 27514

## **Selection Process**

An Artist Selection Committee comprising representatives of the Chapel Hill Public Arts Commission, the Cultural Arts Division, and local artist community will review all complete applications and select one design to commission for the project. The selection criteria are (1) the artistic excellence of the design and (2) the design's ability to reference solar imagery, energy, sustainability, or the mobile quality of the trailer on which the art will be displayed. By July 10, 2015 Public and Cultural Arts staff will notify applicants of the selection results.

## **Schedule** (subject to change)

Tuesday, June 30, 2015

Deadline for submission of applications

Friday, July 10, 2015

Applicants are contacted with Selection Committee results

by August 31, 2015

Project design installed on solar trailer

## Disclaimer

The Town of Chapel Hill reserves the right to refuse any or all submissions, substituted artwork, and any finalist(s); to waive informalities in proposals or procedures; to withhold the award of the honorarium should it be determined that submissions are not adequate; or for any other reason prior to a written contractual arrangement being reached.

## Chapel Hill Public and Cultural Arts Office Information

The Town of Chapel Hill's Public and Cultural Arts Office develops and implements public art programs to increase public access to the arts, provides opportunities for local artists to display their work, and promotes public understanding and awareness of the arts. The Office is advised by the Chapel Hill Public Arts Commission, a 11-member volunteer board established in 1992 and appointed by the Town Council. The Office's Percent for Art Program, established by a 2002 Ordinance, allocates one percent of selected capital projects for the creation and maintenance of works of public art. Funding for the Percent for Art projects comes from each project's construction budget.

## Additional Information

If you have questions or need additional information please contact:

Chapel Hill Public and Cultural Arts Office  
200 Plant Road  
Chapel Hill, NC 27514  
E: [swright@townofchapelhill.org](mailto:swright@townofchapelhill.org)  
T: 919-968-2749

## Solar Trailer photo

