

Call to Artists & Graphic Designers

**Request for Proposals *reissuance*:
The Route 1 Ride
Art Wrap Project, Prince George's County, MD**



March 22, 2012



A collaboration of Prince Georges County's Department of Public Works & Transportation (DPW&T) and the Route 1 Communities Councilmember Mary A. Lehman *District 1*
Councilmember Will Campos *District 2*
Councilmember Eric Olson, Vice Chair *District 3*
Anacostia Trails Heritage Area, Inc
Gateway Community Development Corporation
Hyattsville Community Development Corporation
University of Maryland, College Park

A call to artists & graphic designers

March 2012

This competition is open to all visual and graphic artists and artist teams, who currently reside, work, or attend a university within 50 miles of Prince George's County, MD

Request for Proposals: *The Route 1 Ride* art wrap project, Prince George's County, MD

The Route 1 Ride Collaborative is pleased to announce the *Route 1 Wrap*, a new public art initiative that will transform the Prince George's County *TheBus*, **Route 17**, known as the **Route 1 Ride**, into original, mobile public art work. In collaboration with Prince George's County DPW&T, **The Route 1 Ride Collaborative** is seeking proposals for original, two-dimensional designs that will be wrapped on **the Route 1 Ride**. One design will be selected to be featured on three buses for a period of at least three years, beginning in the Spring of 2012. The three selected finalist artist/s / designer/s will receive a **\$500.00 honorarium** for their designs. The final selected artist/s / designer/s receive a **\$4,000.00 honorarium** for their design. The project is generously sponsored by **The Route 1 Ride Collaborative and its Municipal members** in celebration of the role that the arts play in the Gateway Arts District and the revitalization of Prince George's County.

About the Route 1 Ride:

Prince George's County's *TheBus* runs commuter-oriented buses that transport passengers throughout Prince George's County. **The Route 1 Ride**, an enhanced-service route upon a major transportation Corridor, has carried many thousands to area attractions, restaurants, shops, hotels, classes, and employment sites for Prince George's County. Local artists/designers are invited to submit original 2-D images for this bus wrap. While the design is at the discretion of the artists, they should celebrate revitalization: life, work and play in the Route 1 Corridor. These canvases in motion will enliven the streets and bring contemporary art into the daily lives of passengers, motorists, passersby, and pedestrians.

Deadline

Applications must be post marked by **May 4, 2012, 4:00 pm**, no exceptions. Refer to page 2 and 3 for application procedures and note specifications. The Application can be found on page 5 of this document or downloaded at:
<http://www.route1ride.com>
<http://www.hyattsvillecdc.org>

Eligibility

This competition is open to all visual and graphic artists and artist teams, who currently reside, work, or attend university within 50 miles of the Prince George's County Gateway Arts & Entertainment District

Produced by

The Route 1 Ride Collaborative and member Municipalities

Contact

All interested artists must contact
eisenberg@hyattsvillecdc.org
301-683-8267



Route 1 Wrap Summary:

Three finalist designs will be selected from the submissions by the selection panel. The finalists' designs will then be voted upon through a *crowdsourcing* process to determine the winning design. The selected design will be reproduced as three bus wraps that will cover the exterior of Prince George's County's **TheBus, Route 17**, known as **The Route 1 Ride**. Artists **must submit designs according to the specifications detailed on page 3 and 4 of this document and in consideration of the templates on pages 4 and 5**. Selected artists must be available to collaborate with Roadrunner Graphics, a company headquartered in Baltimore-Washington DG area, which will be fabricating and installing the wraps, to ensure that designs conform to the requirements of the bus. Images of The Prince George's County **TheBus**, can be seen on page 6 of this document, and examples of art wraps in other cities and contexts can be seen on pages 7 - 10.

Honorarium:

Artists responsible for the top three selected designs will be awarded a \$500.00 honorarium for their design. In addition the designer of the final winning proposal will be awarded a \$4,000.00 honorarium for the unlimited, licensed use of that design. **Fabrication and installation of the bus wraps is not part of the artist's work.**

Timeline:

March 22, 2012.....Announcement of Call to Artists / RFP
April 10, 2012.....**Highly Recommended** Pre-submission conference: RSVP
April 23, 2012.....**Mandatory** Pre-submission review : RSVP 301 683-8267
May 4, 2012 | 4:00 p.m. EST.....**Deadline** for receipt of application materials
May 11- 25, 2012.....Review proposals, select 3 finalists, crowdsource award
June, 2012.....Bus wrap fabrication and **Route 1 Wrap** Roll Out

Selection Process and Criteria:

A selection panel will review all proposals. Panelists will include representatives of the Route 1 Communities, Prince George's County, local artists, and business owners. The panel will use the following criteria in the selection process:

- ❖ Artistic merit and graphic strength of the proposed design;
- ❖ Degree the design manifests or embodies the arts' role in economic revitalization
- ❖ Appropriateness for placement in an urban environment;
- ❖ Ability of the design to be translated in large format on a bus wrap;
- ❖ Completeness of the application submittal as outlined in this announcement;

Terms:

- ❖ Prince George's County and the Route 1 Ride Collaborative accept no responsibility for the loss or damage of artist submission materials.
- ❖ Prince George's County and the Route 1 Ride Collaborative accept no responsibility for costs incurred by the artist in responding to this Call to Artists.
- ❖ Selected artists/teams will be required to meet contract terms and scope of work.
- ❖ All budgets include travel costs. No additional and/or contingency funds will be available.
- ❖ Respondents to this Call to Artists agree to abide by the terms & conditions of this Call.
- ❖ Design proposals and their copyright will belong to the artists. Prince George's County and the Route 1 Ride Collaborative reserve the right to use images of the designs and information from the written proposals for review and selected and finalist designs for future project promotional purposes, Shuttle Map & Guide and websites.
- ❖ Prince George's County and the Route 1 Ride Collaborative reserve the right to not select any submitted designs, request design revisions and/or reissue this Call to Artists, if deemed necessary.

Route One Wrap Application Guidelines and Specifications



Please note the following IMPORTANT design considerations and specifications:

- ❖ All Applicants are **required** to arrange for a pre-submission review of their proposal. Artists should have a completed draft of their design at this point and will receive feedback on their submission to ensure that it meets all of the Call specifications.
- ❖ The **Route 1 Wrap** will showcase exciting original artwork and graphic design.
- ❖ The purpose of the **Route 1 Wrap** is to promote the many arts, cultural and entertainment amenities along the Route 1 Corridor and increase ridership on the **Route 1 Ride** as a way to visit these destinations.
- ❖ Thematic content may also:
 - Celebrate the revitalization and renaissance of the Route 1 Corridor;
 - Evoke the history of the communities that touch the corridor;
 - Capture the significance of the University of Maryland and Gateway Arts District to life in Prince George's County.
- ❖ Successful designs will incorporate clever, dynamic and/or persuasive artwork and graphic design as a marketing tool
- ❖ Aesthetic use of the structures of the buses themselves as an integral part of the design is **strongly encouraged** (*see sample pages*).
- ❖ Artists may submit up to five designs for consideration. However, only one design can be selected per artist/artist team.
- ❖ In the creation of designs, please consider carefully the template on pages 5 and 6 of this document. Designs must conform to the shape of the template. Areas of the template in black or gray will not contain artwork.
- ❖ In design creation, also note that while the side windows can be wrapped, they may often be opened for air conditioning or passenger comfort.
- ❖ Designs must incorporate a **seven-inch bleed**.
- ❖ Artists must submit designs in both formats detailed below. One format will be used for review by the selection panel and the other will be used for the actual bus wrap.
- ❖ Designers should be aware that the bottom band of the bus sides (blocked out in the templates), will host our sponsor municipalities' and agencies' logos. Logos are likely to be set upon a solid color field, such as black or the red of the **Route 1 Ride** logo, but TBD in consultation with the artist and based upon the design of the winning selection.
- ❖ Designers should be aware that the back of the bus will play host to an area with four private sponsorship advertisements that will be incorporated into the wrap. These advertisement areas may be designed such that they are integrally incorporated into the overall design of the wrap.

Route One Wrap Application Guidelines and Specifications

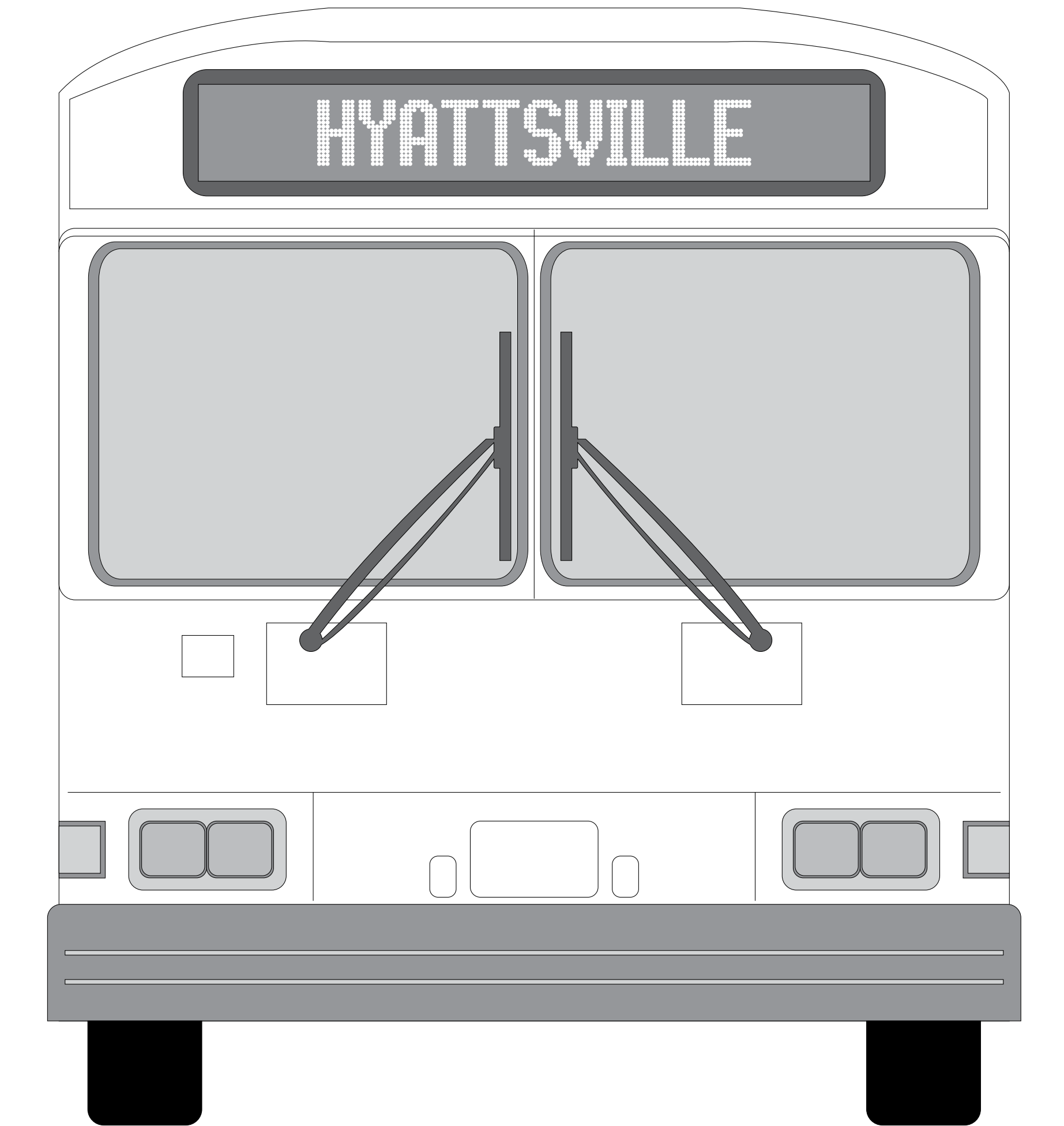
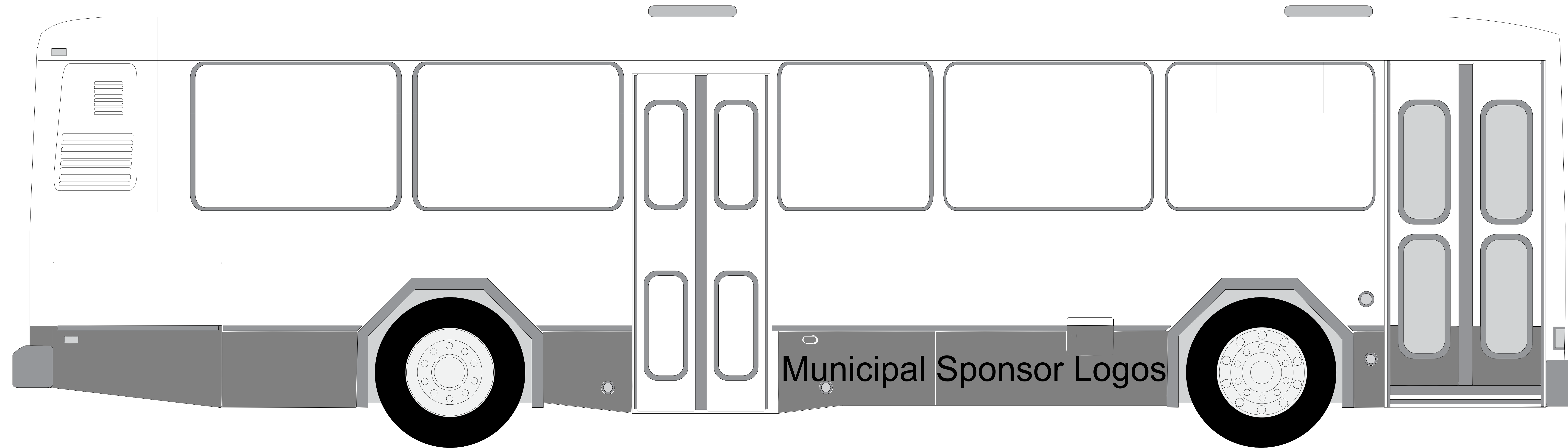
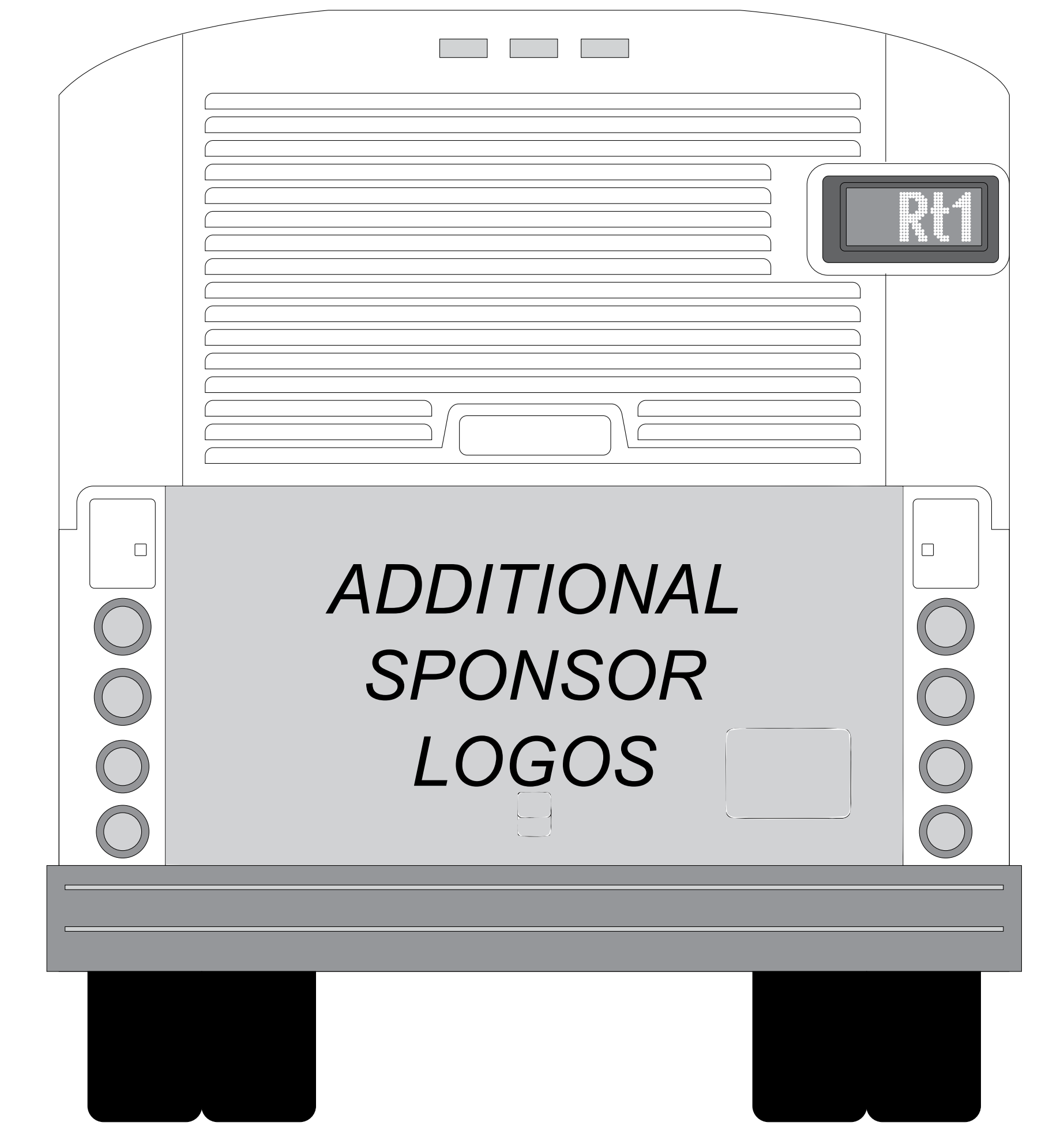
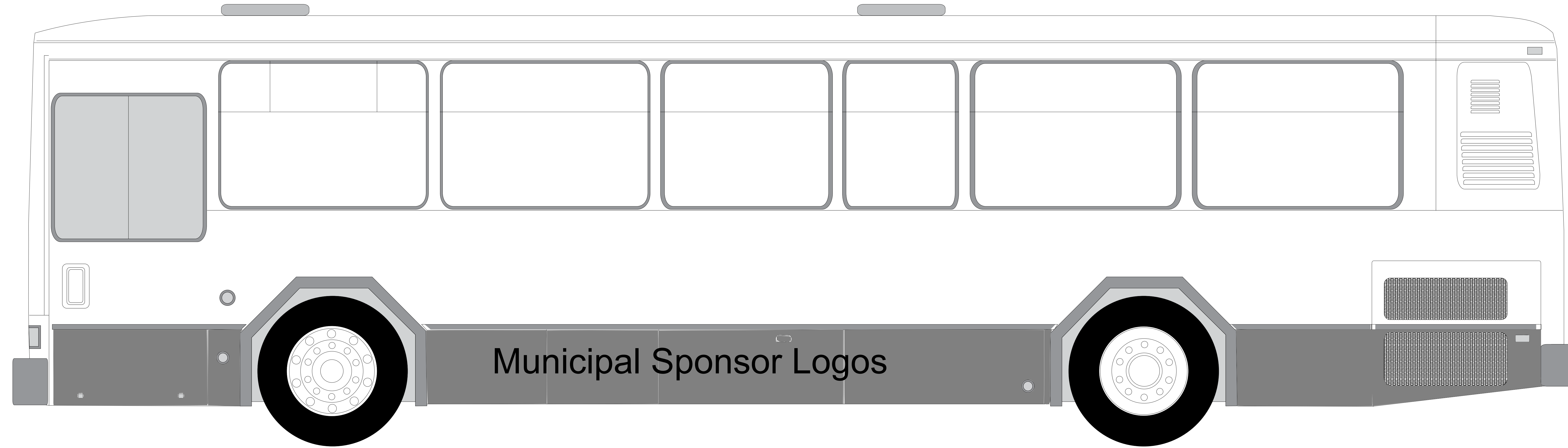
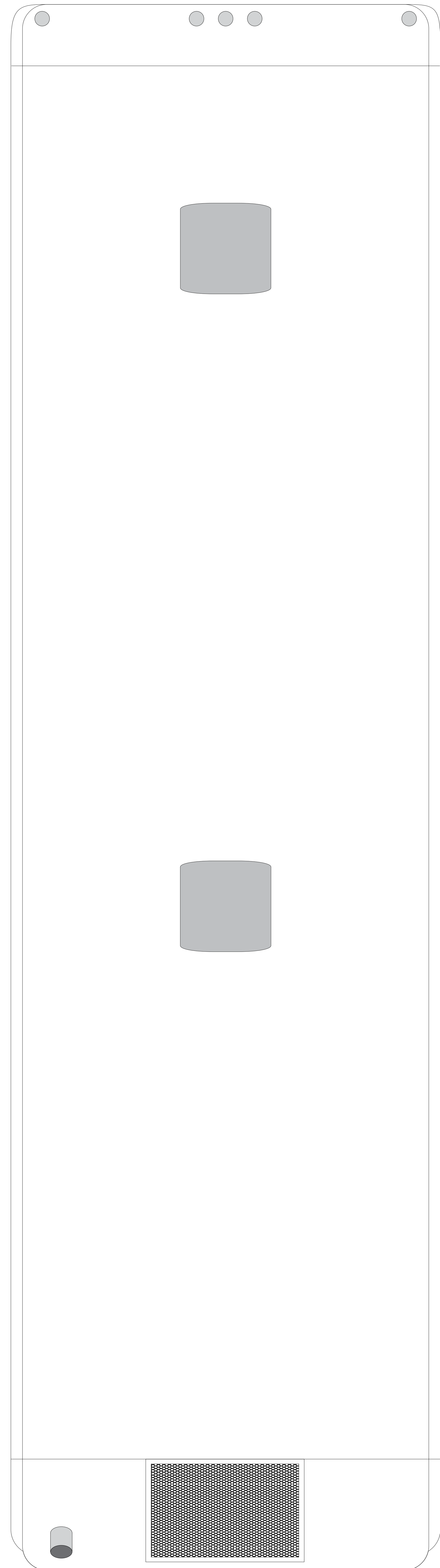


- ❖ Designs that incorporate commercial advertisement other than what the **Route 1 Ride Collaborative** provides will not be considered.

Submission Requirements:

Proposals may be submitted by mail or by hand and must include the following:

1. Completed application form (page 5).
2. Letter of Interest briefly addressing how you approached this project. This document should be no longer than one page (single-spaced, 1-inch margins, 12 pt. font).
3. Design proposals: Artists may submit **a maximum of five proposals**. Original artwork can be created in any medium including photography and digital processes but designs must be submitted on a PC Compatible CD Rom in BOTH of the following formats:
 - a. JPG file at 100 DPI (minimum 800 x 600; maximum 1600 x 1200) for review by the selection panel.
 - b. Final print ready files should be 50 - 96 dpi @ full 1:1 scale; ppi should equate to same amount of dots when fully scaled (*large format printing standard is 72 dpi, but it's hard to find photos that could scale that well when resized to a bus; Roadrunner has printed 50 dpi graphics before and as such will be acceptable*).
 - c. Acceptable editable formats for build files can be done in Adobe CS5, Indesign CS5 (*Illustrator or Photoshop preferred, CS4 will be accepted*) and Corel X5 (Draw preferred, X4 will be accepted). If working outside of these programs, please have entries converted to .EPS, .PDF, or to any other compatible standard vector file format. Artists requiring assistance with creating these files should seek the guidance of a qualified graphics technician.
 - d. Please convert all text/copy into outlines and please include **all the font files** used in creating the designs.
 - e. Editable build files are necessary in the event design elements don't quite fit, etc., so that our wrap technicians can edit the graphics in-house, to meet production deadlines.
 - f. All CDs must be labeled with the applicant's name, contact information (telephone number and e-mail address), and number of images. Every image file must be titled first with the number of the image in the order to be viewed (use "0" in front of single-digit numbers), followed by the artist's last name [for example: 01_Smith; 02_Smith]. The numbers must correspond to the annotated image list.
4. Annotated Image List: Please include the artist's name as a heading, and a brief description of each image, including title and original medium.
5. Please do not submit paper materials in plastic covers, binders, or folders. Use only paper clips to bind your materials. Materials not requested will not be reviewed.



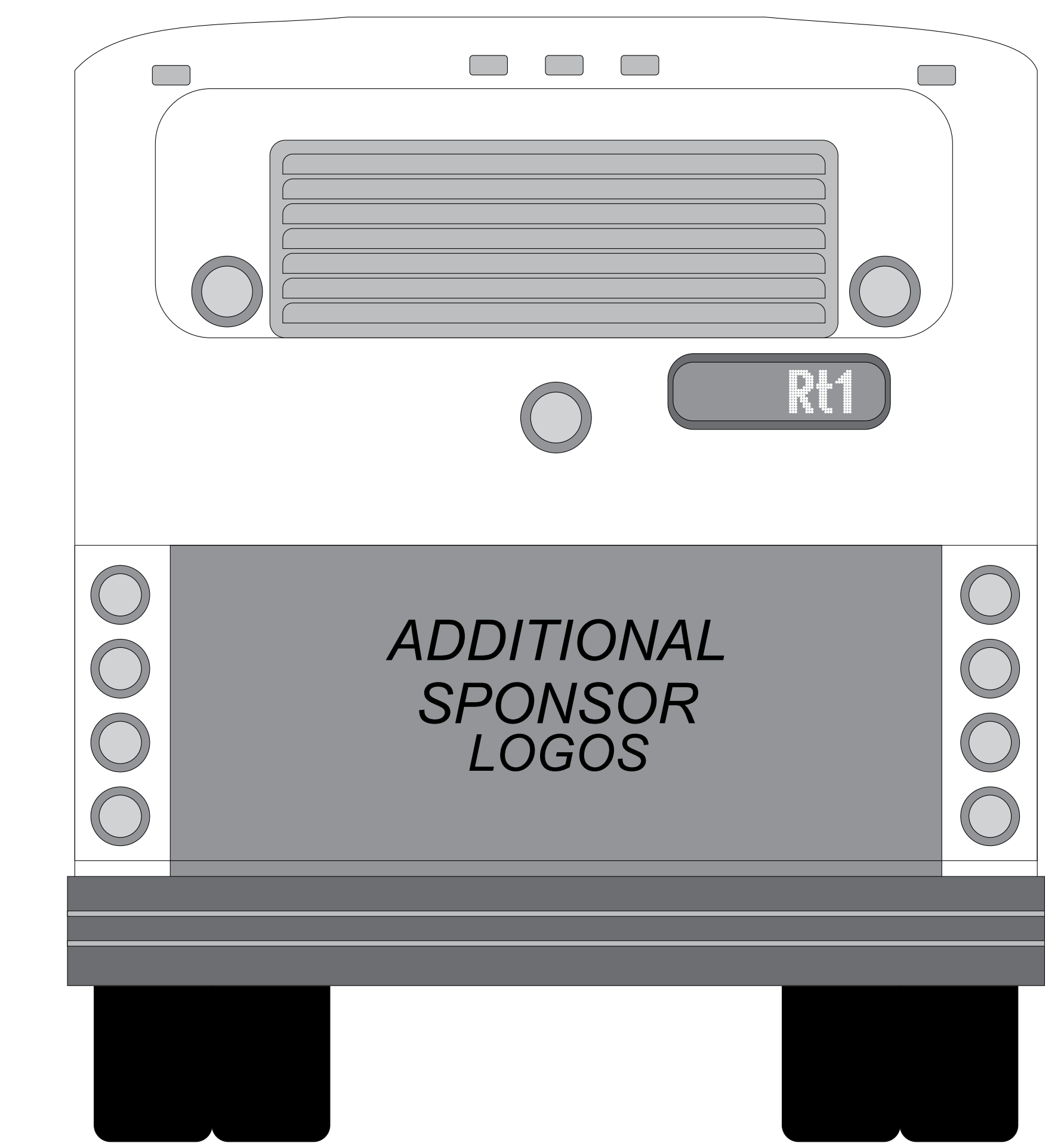
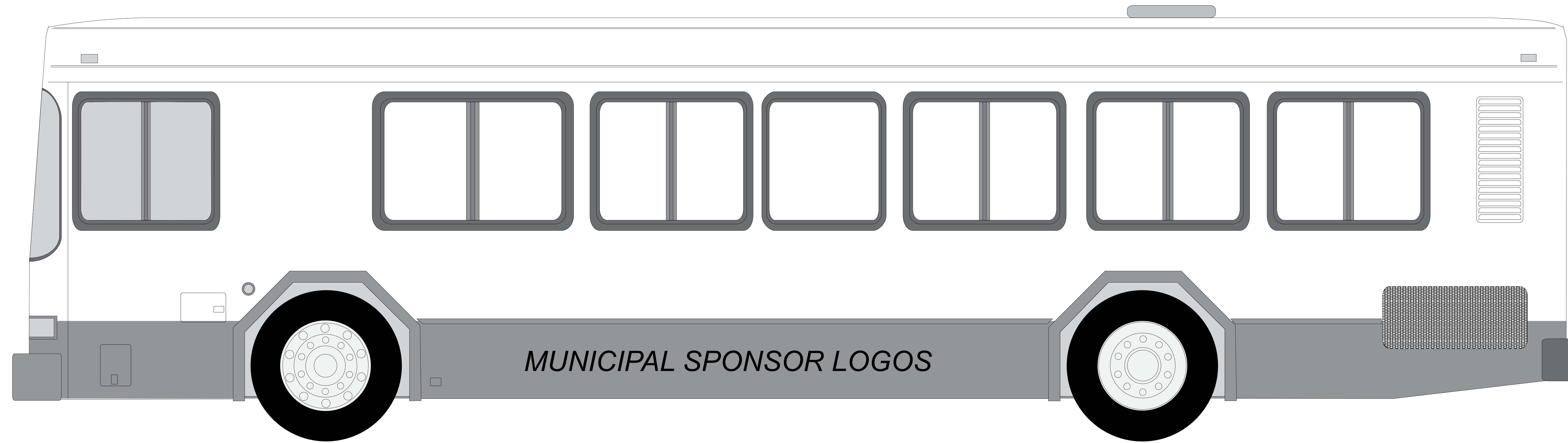
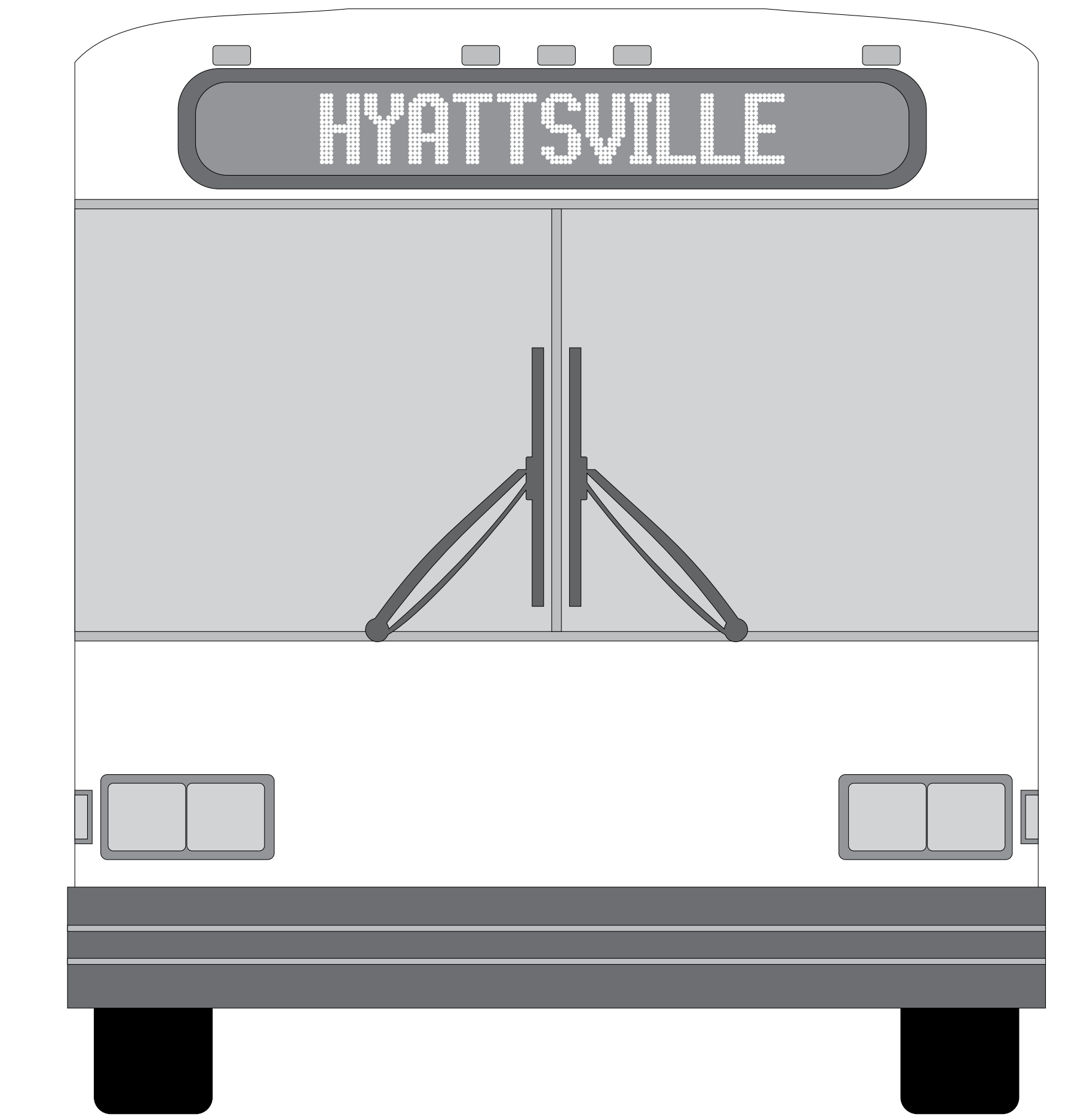
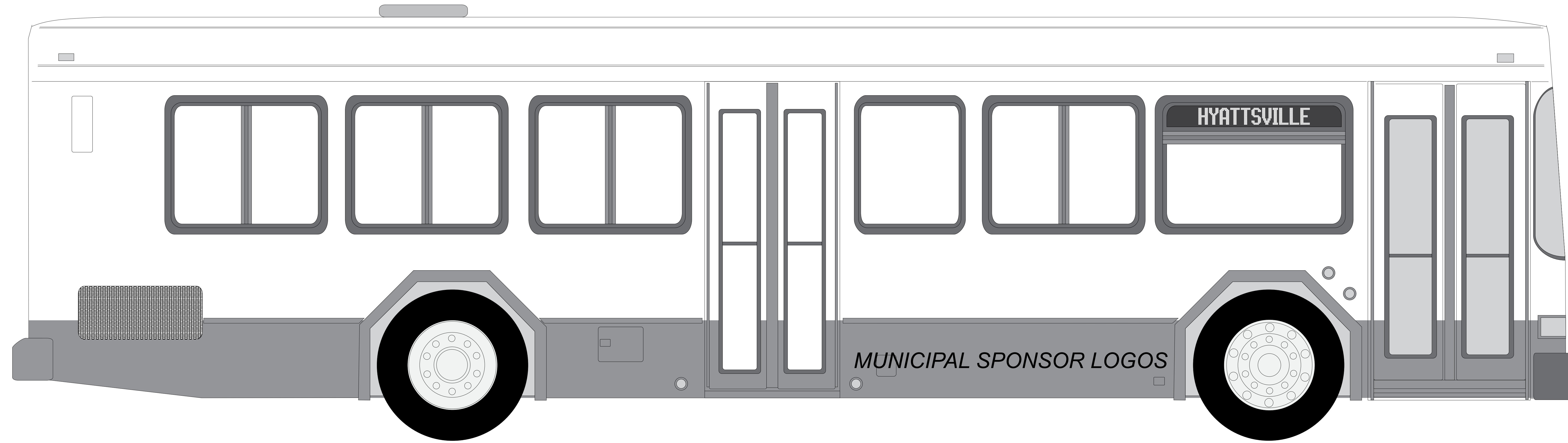
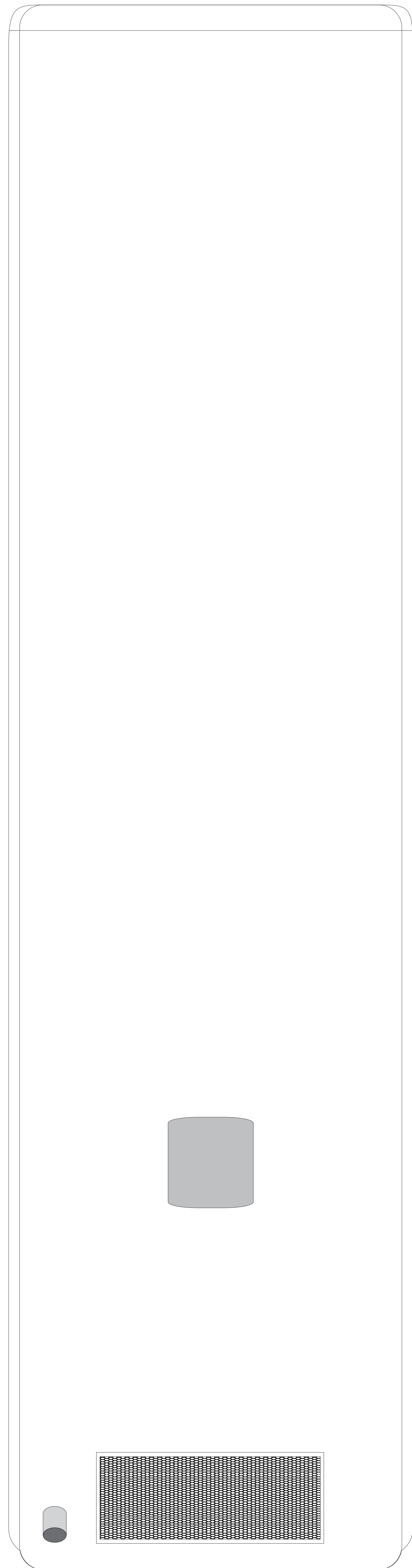
Gillig Phantom 35

1:10 scale



BUS TEMPLATE FOR ARTWORK DESIGN

Please place all art in this template. Do not change the scale of this template. Allow for 7" of bleed on all sides. All photos should be between 500 to 960 ppi @ 10%, or 50 - 96 dpi @ full scale. Please be advised that all areas indicated in black and gray will not be printed or wrapped.



Gillig Advantage 35

1:10 scale



BUS TEMPLATE FOR ARTWORK DESIGN

*Please place all art in this template. Do not change the scale of this template.
Allow for 12" of bleed on all sides. All photos should be between 500 to 960 ppi @ 10%, or 50 - 96 dpi @ full scale.
Please be advised that all areas indicated in black and gray will not be printed or wrapped.*



Application Form: Route 1 Wrap

Please complete this form and include it with all of the required application materials. **If submitting more than one design, please copy this form and fill out for each design proposal.**

Applicant's Name: _____

TITLE OF PROPOSED DESIGN: _____

Mailing Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone: _____ Cell/Mobile: _____

E-mail address: _____

Website (optional): _____

Submitted Materials Status (if applicable):

_____ I would like for my CD to be retained for future commission opportunities.

_____ I would like for my CD to be returned to me, and I have enclosed a self-addressed envelope with sufficient postage for this purpose.

I understand and agree to all of the terms of this RFP / Call to Artists, and attest that this submittal is of my/our own original artwork

Signature and Date: _____

Submittal Instructions and Requirements:

Deadline: Application materials may be mailed, hand delivered or emailed.
They must be received by **May 4, 2012: 4:00 p.m. EST**. Send materials and direct all questions to:

Route 1 Wrap & Ride
C/O Hyattsville Community Development Corporation
4312 Hamilton Street
Hyattsville, MD 20781

Stuart Eisenberg (Hyattsville CDC)
Phone: (301) 683-8267

The Route 1 Ride Collaborative actively seeks and encourages the participation of minority and women artists and designers, and minority and women-owned firms to submit artwork or designs in response to this Call for Artists.

Prince George's County *TheBus*



Gillig Advantage 35



Gillig Phantom 35

Route 1 Ride, Bus wrapping memo:



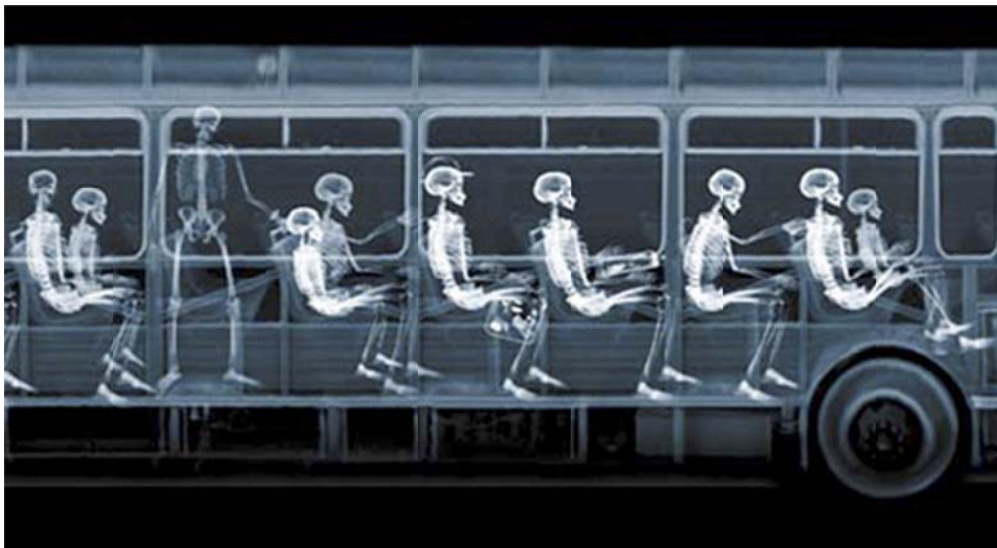
Art wrap samples across the spectrum
Compiled by Hyattsville Community Development Corporation

In researching our Call for Artists, we've reviewed about 1500 designs across the globe.

Herein is a sampling of the most artistic, compelling bus wraps we were able to find. This grouping conveys the range of possibilities that a bus wrap can achieve. Wraps can be merely commercial advertising vehicles, or they may achieve the kinds of representational, celebratory, or abstract imagery that many other artistic media enable. This collection of samples range from serious to whimsical; and demonstrate that a key, unifying design feature shared by the most aesthetically effective wraps appears to be use of the structure of the bus itself as an integral part of the design. **The Route 1 Ride** Call for Artists provides further guidelines.



Sample 1



Sample 2

Route 1 Ride, Bus wrapping memo:



Sample 3



Sample 4



Sample 5

Route 1 Ride, Bus wrapping memo:



Sample 6



Sample 7



Sample 8



Sample Imagery Photo Credits/Sources

Example 1: Copenhagen Zoo Advertising Agency: Bates Y&R, Copenhagen, Denmark

Example 2: Nick Veasey <http://www.nickveasey.com/>

Example 3: [Central Michigan Graphics](#)

Example 4: [Keep Holland Clean Campaign](#)

Example 5: Unilever Company: BBH, USA, New York

Example 6: N/A

Example 7: [Universal Studios Hollywood: King Kong Bus Wrap \(OOH\)](#)

Example 8: [I.D.E.A.S.](#), Sydney