

**CALL FOR ARTISTS**  
**JOHNSTON ROAD CROSS WALK – CITY OF WHITE ROCK**



**DEADLINE FOR SUBMISSION: MAY 24, 2024**

**INTRODUCTION**

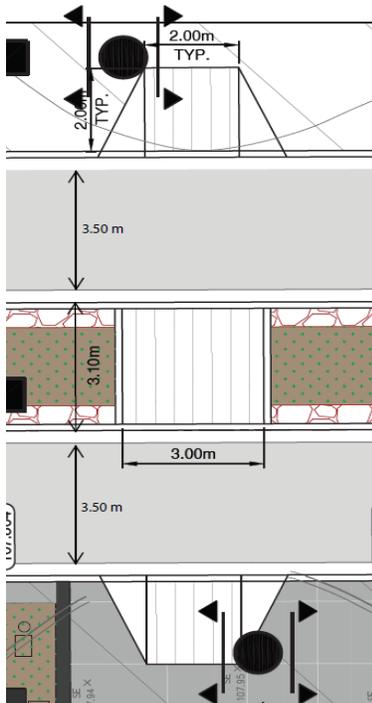
The City of White Rock is seeking proposals from interested BC artists and/or artist teams for a two-dimensional cross walk design as part of the Johnston Road Phase 2 design project. The art commissioned will celebrate White Rock's connection to the sea.

Located on Johnston Road between Russell Ave and Thrift Ave, this highly visible and walkable location is at the heart of White Rock's Uptown mixed residential and commercial district which looks down towards the sea. The art will add vibrancy to the area, bringing art into the daily lives of residents and welcoming visitors to White Rock.

## SUBMISSION

- Digital copy of original design sketches.
  - Concepts must adhere to the technical constraints below.
  - Concepts must be the original creation of the artists(s) and must not have been previously executed.
  - Concepts must reflect the theme of the sea, nautical, beach, aquatic creatures etc.
- Up to 2 sketches per artist(s) will be accepted.
- An artist's statement/written concept about the proposed work. Max. 200 words. The statement should explain the artist's intentions and the significance of the proposed design.
- Examples of previous work (up to 5 images). Digital images should not be more than 2mb each.
- Artist(s) CV

## TECHNICAL CONSIDERATIONS



- A maximum of 5 colours may be used chosen from the colour palette below.
- The scale of the cross walk is 3.5 meters long on each side of a central medium and 3 meters across inclusive of the two white standard crosswalk transverse (parallel) lines which are 30cm wide on either side.
- The design does not include the medium.
- The art on both sides of the median must mirror the other.
- Artwork cannot continue onto the curb or sidewalk.
- Artwork must be aligned with the gutter.
- Artwork must be contained within the two white standard crosswalk transverse (parallel) lines.
- The artwork will be transferred to pre-formed thermal plastic and may require adjustment during the manufacturing process.
- The artist is responsible for producing a vector file of the design or identify a person who can do this on their behalf.

#### **SAFETY CONSIDERATIONS**

- Artwork must be devoid of any light-reflective properties (i.e. Glitter).
- Artwork must avoid octagons, triangles, text and logos or any other symbols that may be confused with standard traffic control devices legends or messages.
- Artwork must not be or include a game or activity.

#### **SELECTION PROCESS**

A three-to-four-person Selection Committee composed of two members of the Public Art and Culture Committee (PACAC), one professional artist (who can be included as one PACAC member) and one member of the White Rock Business Association.

#### **FEES/COMPENSATION**

The value of the submission is \$5000 and is inclusive of:

- Artist Fees
- Production ready design/vector file
- Meetings
- Travel and Taxes

## HOW TO APPLY

- Submissions only accepted digitally.
- Send your submissions to [culture@whiterockcity.ca](mailto:culture@whiterockcity.ca)
- Subject Line – Johnston Road Cross Walk – (Your Name)

## KEY DATES 2024

May 24	Application Deadline
May 28	Review by Selection Panel
June 12	Presentation to Public Art & Culture Committee of Concept
June 24	Presentation to Council of Concept
July 8	Final Concept Design
July 12	Final Design Files
To August 16	Manufacturing
August 19	Installation

## ADMINISTRATIVE NOTES

- The City respects the intellectual property rights of the artists.
- The artists will retain ownership rights over their proposal and concepts.
- Submitted images will only be shared with the selection panel and will not be used for any other purpose.
- Due to the number of submissions, only the successful artist(s) selected for the opportunity will be contacted.
- The City reserves the right to not implement the project should circumstances change.

**CREATIVE CROSSWALK EXAMPLES**





**COLOUR PALLETTE**

 <b>Standard Colors [Thermoplastic]</b>		
		
Black PMS 486C	Salmon PMS 486C	Khaki PMS 7529C
		
Field Grey PMS 418C	Sonoma Sand PMS 479C	Tan PMS 727C
		
Grey PMS 423C	Cinnamon PMS 7514C	Sand PMS 7501C
		
White PMC 7587C	Sienna PMC 7587C	Santa Fe Clay PMS 174C
		
Cocoa 7596C	Heritage Red PMS 7593C	Chestnut PMS 7601C
		
Colonial Brick PMS 483C	Dark Red Brick PMS 7610C	Brick Red PMS 7624
		
Burnt Orange PMS 173C		



## Premium Colors [Thermoplastic]



LT Grey  
PMS 420C



LT Blue  
PMS 7688C



Blue  
PMS 654C



Olive Green  
PMS 5757C



Sky Blue  
PMS 278C



Teal  
PMS 7474C



Green  
PMS 334C



SYG  
PMS 389C



Kelly Green  
PMS 347C



Pink  
PMS 190C



Lemon Yellow  
PMS 102C



LT Green  
PMS 368C



Purple  
PMS 259C



Orange  
PMS 7579C



Yellow  
PMS 7408C



Red  
PMS 200C



Lilac  
PMS 7440C