



CITY OF CORONA CANVAS ON THE CURB PROGRAM GUIDELINES

PROGRAM GOALS

The City of Corona's Canvas on the Curb Program ("Program") seeks to showcase local artists by transforming seven (7) City-owned traffic signal cabinets into public works of art. The goals of the Program are to build community, highlight the talent of Corona's artists, and enrich the community through displays of art that embodies Corona's rich diversity and history.

PROGRAM PROCESS

1. Artists will be required to submit a Canvas on the Curb Submission Form, signed waiver, and a picture or conceptual sketch of the artwork or planned design in the template provided. The artist will be required to identify three preferred locations for the installation of the artwork from the list of traffic signal locations provided on the Program website. The City retains sole authority to determine which, if any, artwork designs will be installed and the locations of where each selected artwork will be installed. There is no guarantee that the artist's artwork will be installed at any of the artist's preferred locations.
2. Art submissions will be reviewed by City staff and provided to the City Council for final approval. Make sure to review the Do's and Don't section before submitting your form.
3. Artists will be notified if their artwork has been selected for placement on a traffic signal cabinet. Artist will be required to sign an artist license agreement with the City. Each selected artist will receive a \$300 stipend. Upon request, artists shall provide their artwork to the City in a high-quality print-ready format.
4. The City will issue a call for sponsors to the public, inviting businesses, service organizations and the community to sponsor a piece of artwork with a \$1,300 donation.
5. The City of Corona will work with a contractor to digitize the selected artwork, if necessary, convert the selected artwork to a vinyl wrap, and install the selected artwork on a traffic signal cabinet.
6. Information on the artist and sponsor will be posted on the traffic signal cabinet in a 4" x 6" space on the sidewalk side of the cabinet, as well as the City's website. Additionally, all Program participants, including selected artists and sponsors, will be recognized at a City Council meeting.

7. The City of Corona is responsible for the maintenance of the cabinets. Any graffiti will be removed by the City at the City's expense. Artwork will be guaranteed to be installed for a one-year period. If the cabinet is damaged or replaced, artwork may be replaced after one year at the City's sole discretion and expense.

ARTIST ELIGIBILITY

The Program is open to all Corona residents that are:

- Professional artists;
- Amateur artists 16 years or older; and
- High school art, digital or graphic arts and photography teachers and their students (ages 16 and above).

To be considered for the Program, all artists shall complete and submit the submission form with basic information and a sketch (using the included template) of the artwork. The proposed artwork should cover all four sides and the top of the traffic signal cabinet. The artist will also be asked to provide a brief summary on why they'd like to be a part of the Program. All artists will be required to certify that they are the original creators of the artwork, sign a waiver and execute a license agreement allowing the City to utilize the artwork for installation on a traffic signal cabinet and for purposes of advertising the Program. The original art and all rights thereto will be retained by the artist.

Artists whose artwork is selected for the Program will be notified and will be asked to complete a W-9 Form in order to receive the stipend payment from the City of Corona.

ARTWORK GUIDELINES

All artwork will be digitized and used to create vinyl wraps that are applied to traffic signal cabinets owned by the City of Corona. Traffic signal cabinets may vary in size; see the submission form for the basic size. The vinyl wrap will be installed by a professional contractor and will contain a protective UV coating to reduce sun damage and allow for easy removal of graffiti.

The artwork design may not restrict any vents or airflow through the cabinets. If necessary, layout edits to the artwork may be required to ensure vents and airflow are not restricted. The City must be able to fully access the cabinet and the components and equipment inside the cabinet at all times. Any concrete bases shall not be included in the available area for art.

When artwork is placed on the City's traffic signal cabinets pursuant to the Program, the artwork constitutes City speech. By establishing the Program, the City does not intend to create any type of forum for private speech.

Artwork Do's and Don'ts

Do:

- Provide family-friendly artwork suitable for viewing by all ages.
- Use bright colors and images that can be visible from a distance.
- Consider incorporating Corona's heritage, events, landmarks, milestones, and images that highlight the local community and activities.
- Seek to build community, improve the quality of life and highlight Corona's cultural uniqueness.
- Create images of nature, inspiration, and beauty.
- Ensure that space. 4" x 6" in area, is available on the sidewalk side of your design for the placement of a plaque that recognizes both the artist and the sponsor. If no space is left, the City will select a spot on the sidewalk side of the box.
- Be original, creative and have fun. Artwork medium can be paint, pastels, digital, photography or just about anything that can be digitized and printed on vinyl wrap.

Don't:

- Use profanity or violent images.
- Advertise a business, political view or religion.
- Use a copyrighted or trademarked image.
- Defame or invade the rights of any person or group, living or dead.
- Leave any sides or top of the cabinet blank – use the whole canvas.

HOW TO SUBMIT YOUR ARTWORK

Apply online at www.CoronaCA.gov or by downloading the forms and emailing Tracy.Martin@CoronaCA.gov.

All submissions are due by **October 19, 2022**. All artists will be notified if their artwork has been selected or not.

**CANVAS ON THE CURB
SUBMISSION FORM**

Name: _____
Address: _____
Phone Number: _____
E-mail: _____
Title of Work (If available): _____
Medium/Description: _____

Artist Statement:

Briefly tell us why you'd like to participate in this program and how the artist believes the art will transform the street and or enliven the area.

Three preferred locations:

- 1. _____
- 2. _____
- 3. _____

(See attached map with available locations, excluding downtown areas and existing wrapped boxes.)