

# TRAFFIC CABINET ART WRAP PROJECT





from BLAH to AHH...





# project proposal

- Wrap 19 traffic boxes with original art
- Two phases – 10 this year, 8-9 in 2028
- Call for artists – local and non-local
- Partnership among City, HDR, Arts Council of the Valley
  - City – design fitting, contractor coordination, selection panel, promotion, project logistics
  - HDR – funder (contractor, \$400 artist stipends), promotion, hire contractor, selection panel
  - ACV – application, selection criteria, call for artists, promotion, collect proposals, selection panel



## why?

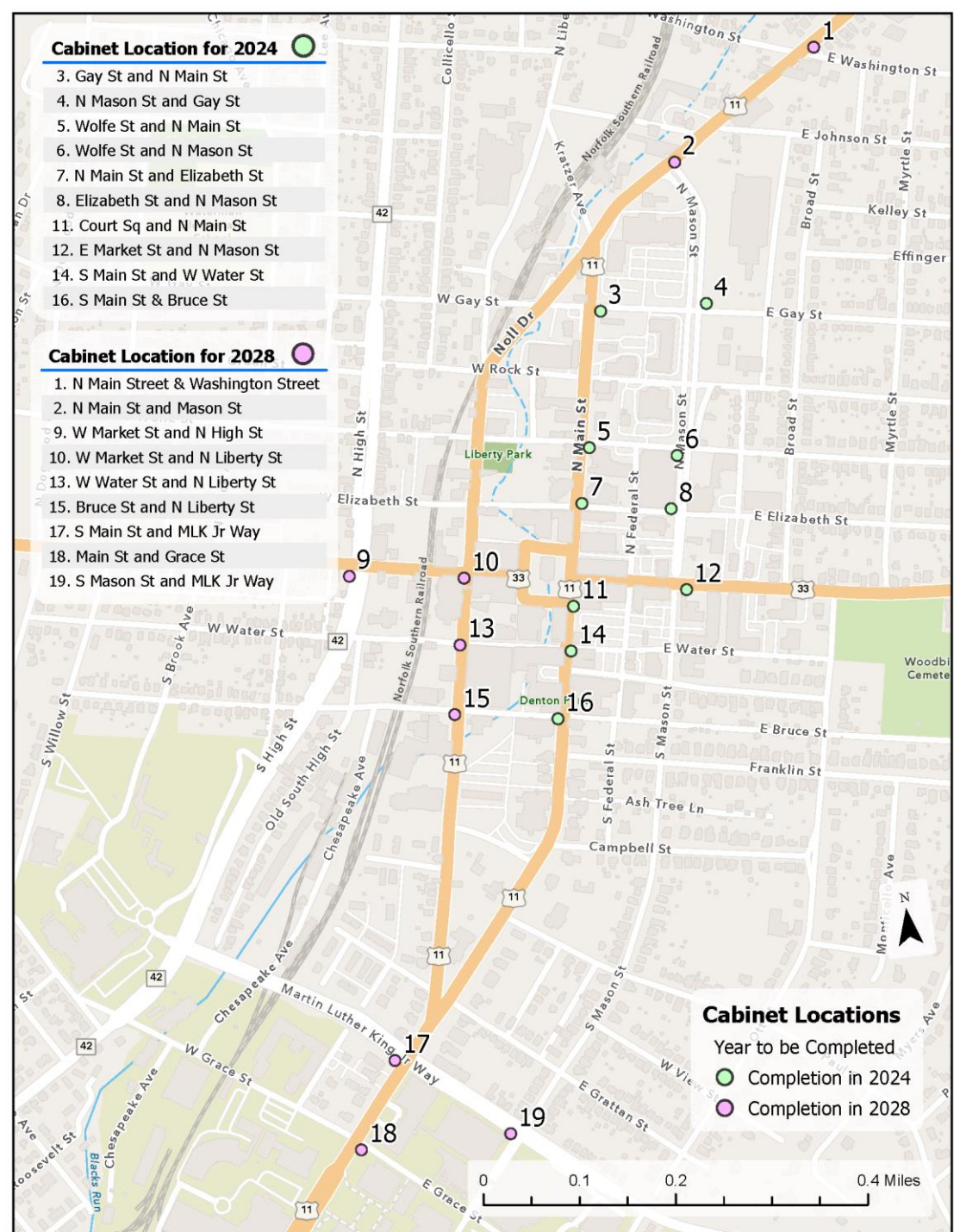
- Reinforce sense of place
- Enhance identity of downtown Harrisonburg
- Promote well-being through joy, beauty, whimsy
- Downtown 2040 Plan recommended more public art
- Unique format to display art in places least expected
- Instagrammable – draw people in to explore the city



## how?

- Artists are provided specs to tailor their design to fit cabinets.
- ACV-HDR-City selection panel – use clear evaluation rubric.
- PW works with artist to fit final artwork to each cabinet. Not all cabinets are exactly the same.
- PW staff to shadow contractor on site with idea of moving installation in-house next time.

# locations



# timeline

- February 28: Launch RFP
- March 12: Info session for artists
- April 12: Proposals due
- April 13 – May 3: Selection process
- May 14: Design presentation to City Council
- May 16: Notify artists
- July 1: Art deadline
- July 8-19: PW & artists finalize design formats
- August TBD: Installation

