



**CALL TO SUMMER CAMPS AND SCHOOL GROUPS**  
**Request for Proposals *Designed to Recycle***  
**Recycling Truck Art Wrap Public Art Project**  
**Honorarium: \$2,500**  
**Deadline for Submissions: August 21, 2015, 5:00 PM EST**

In the spring of 2015, the DC Commission on the Arts and Humanities (DCCAH) in partnership with the Department of Public Works (DPW) launched *Designed to Recycle* to transform recycling trucks into mobile works of public art. Nine proposals of work by local artists were selected to be wrapped this spring and summer. DCCAH and DPW are inviting DC-based summer camps and summer school programs to submit proposals created by students collaboratively for work to be wrapped this summer on a tenth truck.

**Project Background:**

Each year the District produces over 800,000 tons of solid waste. Much of this material can be recycled and reused. With the introduction of single stream recycling by DPW, the city's residential recycling rate increased by 50 percent. *Designed to Recycle* seeks to bring greater attention to waste reduction while at the same time activating the streets with mobile works of art. The program strives to achieve the following goals:

- Garner attention to and enthusiasm for recycling.
- Create an ideal public canvas to feature the work of talented local two-dimensional artists.
- Animate the streets of DC with the vibrantly enhanced vehicles.
- Highlight the important role of recycling trucks as well as their operators by bringing attention to their hard work.
- Provide educational programming opportunities on waste reduction and recycling surrounding the program.

**Project Details:**

Summer camps, school programs and groups based in the District of Columbia involving elementary, middle and high school age students are invited to submit proposals in the form of 2-D images of work in any medium including painting, fiber, mixed media, photography and digital processes for a vinyl art wrap to be printed and placed on a DPW recycling truck that collects recyclables from residences throughout the District. Submissions must meet the following criteria:

- Submitted work must be a collaborative effort between students. Ideas include but are not limited to a painting that students work on together that is then photographed for the wrap, a collage of recycled materials that is photographed, a collage of photographs taken by the students.
- Artwork is green themed and speaks to recycling or other environmental issues.
- Groups may submit up to two proposals for consideration.
- **The artwork must conform to the specifications provided on page 4-5 of this document and in consideration of the template on page 7.**

Images of some of the trucks wrapped to date can be seen on page 8 of this document.

**ELIGIBILITY:**

This RFP is open to summer camps, school programs and groups located in the District of Columbia involving elementary, middle and high school age students.

**HONORARIUM:**

The winning organization/group whose work is selected for the truck wrap will be awarded one \$2,500 honorarium for their design. Fabrication and installation of the art wraps will *not* be the responsibility of the organization/group. The stipend must be used for future art related educational programming by the awarded organization. Should the city elect for trucks to remain wrapped for longer than two years, organizations will not receive further financial compensation.

**TIMELINE:**

July 23, 2015	Announcement of RFP
August 21, 2015, 5:00 pm EST	Deadline for submissions
Week of August 24, 2015	Art selection panel meets and selects proposal
Early-September 2015	Fabrication and installation of wrap

**SELECTION PROCESS:**

DCCA will convene an art selection panel, representing diverse interests and expertise, to review the proposals of applicants who respond to this call. The panel will consider the following criteria when reviewing applications:

- Submittal of all required application materials as outlined in this announcement;
- Artistic merit and graphic strength of the proposed design;
- The ability of the design to be successfully translated in large format on a truck wrap;
- Appropriateness for placement in the public realm.

The organization whose proposal is selected will enter into a grant agreement with DCCA.

## TERMS:

- The District of Columbia and the DC Commission on the Arts and Humanities accept no responsibility for the loss or damage of applicant submission materials.
- The District of Columbia and the DC Commission on the Arts and Humanities accept no responsibility for costs incurred in responding to this Call to Artists.
- Selected organization will be required to meet contract terms and scope.
- Should the city elect for the truck to remain wrapped in artwork for longer than two years, organization will not receive further financial compensation.
- Design proposals and their copyright will belong to the artists/organization. The District of Columbia, the DC Commission on the Arts and Humanities, and the Department of Public Works reserve the right to use the design for manufacturing a vinyl print for wrapping and use of any images of selected designs for project promotional purposes. The organization/group will be credited with name and title of piece anywhere the image is used.
- Organization is not responsible for vinyl installation or fabrication of design into a vinyl wrap.
- The selected team gives DCCAH permission if needed to alter design to fit truck specification as well as relinquishes final approval of layout design on final product.

## QUESTIONS:

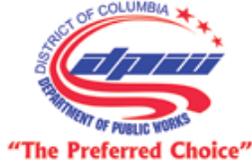
Please feel free to contact the following **DC Commission on the Arts and Humanities** staff members with questions:

**Elizabeth Carriger**, Public Art Coordinator, [elizabeth.carriger@dc.gov](mailto:elizabeth.carriger@dc.gov), 202-724-5613

**Ron Humbertson**, Art Collections Registrar, [ron.humbertson@dc.gov](mailto:ron.humbertson@dc.gov), 202-724-5613



**The DC Commission on the Arts and Humanities (DCCAH)** provides grant funds, programs and educational activities that encourage diverse artistic expressions and learning opportunities, so that all District of Columbia residents and visitors can experience the rich culture of our city. For more information on DCCAH visit: [www.dcarts.dc.gov](http://www.dcarts.dc.gov). As a program of DCCAH, the **DC Creates Public Art** program provides high quality art installations and administrative support services for the public so they can benefit from an enhanced visual environment. The program purchases, commissions and installs public art throughout the District of Columbia to cultivate dynamic, vibrant and nurturing communities through the use of art and design. For more information on *DC Creates Public Art* visit: <http://dcarts.dc.gov/service/public-art-collections>.



**The Department of Public Works (DPW)** provides municipal services to District residents and businesses in two distinct program areas: Solid Waste Management and Parking Enforcement. DPW's Solid Waste Management includes collection of residential trash and recycling, street, alley and vacant lot cleaning, public litter box maintenance, leaf collection, graffiti abatement, grass maintenance on certain DC government owned properties and disposal of solid waste. DPW fortifies its sanitation efforts by funding a mural program to combat graffiti and also by a recently launched campaign called "Litter Free DC" designed to work with the city's youth to develop strategies to discourage litter. Behind the scenes, DPW's Fleet Management Administration supports all city services by procuring, fueling, and maintaining thousands of District government vehicles from sedans to heavy equipment. DPW also coordinates and leads the city's response to snow. For more information on DPW visit: <http://dpw.dc.gov/>.

## **DESIGNED TO RECYCLE APPLICATION GUIDELINES AND SPECIFICATIONS**

### **Please note the following IMPORTANT specifications:**

- Organizations/school groups may submit up to **two** designs for consideration.
- In creation of the artwork, please consider carefully the template on page 7 of this document. Areas of the template in white will be covered with artwork. Designs must conform to the shape of the template, and applicants can download a PSD Photoshop or a PDF for use in Illustrator for accurate placement and submitting with final application:
  - PSD files for Photoshop:  
<https://www.dropbox.com/sh/4zest8cd210jqk1/AAAaAg0G1bmT8rlepPFOdtKXa?dl=0>
  - PDF files for Illustrator:  
<https://www.dropbox.com/sh/fclwpej6780rrlh/AABfpoVEcOkfRadk1QXNMpiya?dl=0>
- In design creation, also keep in mind the angles/structure of the truck.
- Designs must incorporate an **8-inch bleed**.
- The PSD Photoshop and PDF for Illustrator already have the accurate resolution set. Please do not change the resolution in the downloaded file.
- Applicants must submit designs in both JPEG and Photoshop PSD or Illustrator formats detailed below. The JPEG file will be used for review by the selection panel and the PSD or Illustrator file will be used for printing the actual wrap. Please save final PSD files as CS5 or earlier.
- All application materials must be submitted through SlideRoom (instructions provided below), with the exception of the large format PSD or Illustrator file, which must be submitted through a file sharing application (dropbox, etc.) due to file size or mailed/hand-delivered to DCCA on a CD.
- The purpose of *Designed to Recycle* is to showcase exciting original artwork. Proposals

that incorporate commercial advertisement for a company, entity, or individual will not be considered.

**Submission Requirements:**

1. Completed **Application Form** (see attached form on page 6). If you would prefer to type the form, please include name of organization/school, point of contact, mailing address, daytime phone, evening phone, email address, Website (optional).

2. A **Letter of Interest** briefly expressing interest in the project as well as a description of approach to the project and the proposed design. The letter should not exceed one page.

4. **Design Proposals:** Applicants may submit **a maximum of two** proposals. Original artwork can be created in any medium including painting, fiber, mixed media, photography and digital processes but designs must be submitted in BOTH of the following formats:

- a) JPG file for review by the selection panel. **(submit in SlideRoom)**
- b) Files for the actual truck wrap in one of the following formats: **PSD Adobe Photoshop or Illustrator file**. Applicants can use the provided files for proper placement and overlay of design on image of truck. Please download here:

-PSD files for Photoshop:

<https://www.dropbox.com/sh/4zest8cd210jqk1/AAAaAg0G1bmT8rlepPFOdtKXa?dl=0>

-PDF files for Illustrator:

<https://www.dropbox.com/sh/fclwpei6780rrlh/AABfpoVEcOkfRadk1QXNMpiya?dl=0>

**(Please submit these image files only via a file sharing application, hand-delivering or by mailing a CD to the address below. DO NOT SUBMIT in SlideRoom due to capacity.)**

If you do not have access to the required software for submission and need further assistance please contact us.

5. **Image List:** Please include a brief description of each proposal image, including title and original medium.

**DEADLINE:**

Submissions must be received by **5:00 PM EST on Friday, August 21, 2015.**

**HOW TO APPLY:**

• **SlideRoom:** Applications must be submitted online through **SlideRoom**. Please follow the link <http://dcarts.slideroom.com> and select “**Designed to Recycle Summer Camps and Groups**” to upload all requisite application materials. In order to access the application portal, all applicants will first be prompted to create a SlideRoom account, at no cost. Once logged into the newly created account, applicants will be able to submit all materials outlined above. SlideRoom will allow applicants to save incomplete applications and return to them for completion until 5:00 PM EST on the Friday, August 21<sup>st</sup> deadline. Any incomplete submissions at the time will be disqualified.

• **For Photoshop/Illustrator Files:** Files for the actual wrap can be uploaded to a file sharing program and emailed to [elizabeth.carriger@dc.gov](mailto:elizabeth.carriger@dc.gov) or mailed or hand delivered to DCAH on a CD Rom at the following address:

Elizabeth Carriger, Public Art Coordinator  
DC Commission on the Arts and Humanities  
200 I (Eye) Street, SE

Suite 1400  
Washington, DC 20003



**APPLICATION FORM**  
*Designed to Recycle* - SUMMER  
**Recycling Truck Art Wrap Public Art Project**

Please complete this form and include with application materials.

Applicant's Name (Organization/School): \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell/Mobile (optional): \_\_\_\_\_

Email address: \_\_\_\_\_

Web site (optional): \_\_\_\_\_

**DEADLINE:** All submission materials must be received by **5:00 PM EST on Friday, August 21, 2015.**

**QUESTIONS:**

Please feel free to contact the following **DC Commission on the Arts and Humanities** staff members with questions:

**Elizabeth Carriger**, Public Art Coordinator, [elizabeth.carriger@dc.gov](mailto:elizabeth.carriger@dc.gov), 202-724-5613

**Ron Humbertson**, Art Collections Registrar, [ron.humbertson@dc.gov](mailto:ron.humbertson@dc.gov), 202-724-5613

**APPLICATION CHECKLIST:**

\_\_\_ Application Form

\_\_\_ Cover Letter

\_\_\_ Up to 2 proposal images in both the following formats:

\_\_\_ JPG format (SlideRoom)

\_\_\_ Photoshop or Illustrator format (file sharing program or on CD)

## RECYCLING TRUCK TEMPLATES

Download templates at the following links:

-PSD files for Photoshop:

<https://www.dropbox.com/sh/4zest8cd210jqk1/AAAaAg0G1bmT8rlepPFOdtKXa?dl=0>

-PDF files for Illustrator:

<https://www.dropbox.com/sh/fclwpei6780rrlh/AABfpoVEcOkfRadk1QXNMpiya?dl=0>

Driver Side: ¼ scale at 300dpi



Passenger Side: ¼ scale at 300dpi



Front Side: ¼ scale at 300dpi

Frc



### Photoshop or Illustrator File Template:

*3 Templates- Driver Side, Passenger Side, Front Cab:*

- Layer 1- Bleed Area, please extend artwork past this point
- Layer 2- To avoid, orange areas will not be wrapped
- Layer 3- Design Area, white areas place/create design

*Reminders:*

The correct resolution is set within files.

Photoshop design files, please save as CS5 or earlier.

**DESIGNED TO RECYCLE TRUCKS**

*Some of the trucks designed by local artists.*



*Nuestra Tierra* by Nicolas F. Shi (original medium: acrylic on canvas)



*French Trip* by Erin Curtis (original medium: acrylic on cut canvas)



*RECYCLE* by Ernesto Zelaya (original medium: digital drawing)