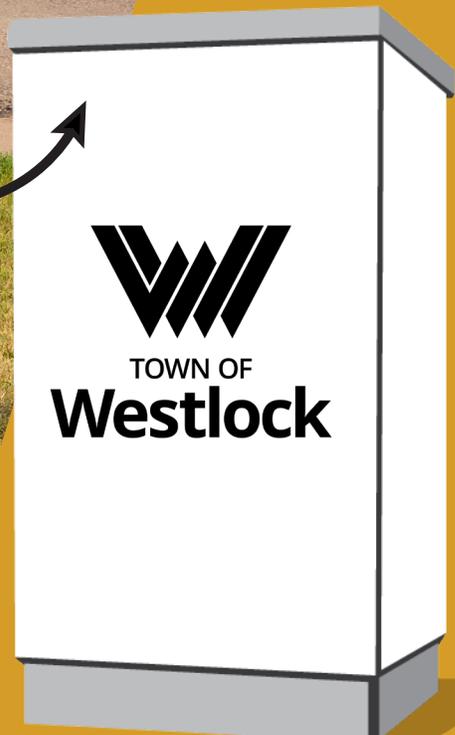




Imagine  
your art  
here.

# CALL FOR ARTISTS

UTILITY BOX WRAPS



# CALL FOR ARTISTS

## UTILITY BOX PUBLIC ART PROJECT

The Town of Westlock is seeking submissions from Alberta-based artists to transform everyday infrastructure into public art. Selected designs will be featured on utility box wraps throughout our community—adding vibrancy, storytelling, and local identity to our streetscapes. We invite artists to submit designs that celebrate the people, places, and stories that connect us to Westlock.

### WHAT WE'RE LOOKING FOR:

- Eye-catching 2D artwork suitable for wrap printing
- Submissions from emerging or established artists
- Work that honors the spirit of Westlock through celebrating its people, sharing its history, and contributes to a vibrant way of life.

### ARTIST HONORARIUM:

\$500 per selected utility box design.  
(multiple designs may be selected per artist depending on the number of submissions received)

### ELIGIBILITY:

Open to all Alberta-based artists.

### SUBMISSION DEADLINE:

June 27, 2025 @ 4:30 p.m.

### HOW TO APPLY:

Submit the following by email to [planning@westlock.ca](mailto:planning@westlock.ca):

- Up to 3 proposed images or mock-ups
- Artist bio or CV
- Short statement for each design about how your work reflects the project objectives

### QUESTIONS:

Danielle Pougher,  
Director of Planning & Development, Town of Westlock

780-350-2113 or [planning@westlock.ca](mailto:planning@westlock.ca)



**PLEASE READ AND REVIEW ALL APPLICATION MATERIALS BEFORE APPLYING.**

## **COMMUNITY PROFILE**

Located on Treaty 6 lands, the original settlement was founded five kilometres to the east of present-day Westlock. Four Edgerson brothers built a stopping place there, and that stopping place formed the basis of a community for settlers from eastern Canada, the United States and Europe. The community was going to be named Edgson but misspellings in the mail led them to change it to Edison, in honour of Thomas Edison.

The present-day townsite of Westlock was first surveyed in 1912 on land purchased from William Westgate and William Lockhart. Westlock was incorporated as a village on March 13, 1916 with an original population of 65. The village was named after the two property owners who provided the village site. Buildings were moved from Edison to take advantage of the railroad that ran through the new village. Two trains per week came through the village and it grew rapidly, providing stores, livery stables, churches, schools, a blacksmith shop, a hardware store, restaurants, a doctor's office and, most important of all, elevators to serve to the surrounding agricultural community. The first elevator was constructed in 1916 by the Albera Farmers and in November of 1918 the Merchant's Bank opened for business.

With excellent medical facilities, new churches, a good gravel road and an improving farm economy, the Village of Westlock continued to grow even through the great depression. Westlock came into its own as one of the finest farm service towns north of Edmonton after and during the boom that followed the Second World War. Westlock was incorporated as a Town on January 7, 1947 with a population of 854.

Today, Westlock is a more than a mere dot on the map, with a population of just under 5,000 people. A hub for agriculture, Westlock is a place where farmers and their businesses thrive. Its healthcare system, boasting state-of-the-art facilities and comprehensive services, offers comfort and hope to all of Alberta. Not only is Westlock strategically situated only 90km north of Edmonton, but it offers effortless connectivity to major urban centres, while also serving as a gateway to the expansive north. The town's history is a proud one, resonating through its streets and buildings, each landmark a testament to a past that shapes a promising future. Its story is ongoing, written daily by the people who call it home. It's a story of a small town with a big heart, one of community, care, and connection.





## CALL SUMMARY

The Town of Westlock invites artists to showcase their creativity by submitting their original artwork (Including photography) for the beautification of our traffic control utility boxes, also referred to as traffic signal cabinets. This project aims to transform these metal cabinets into works of art, supporting efforts to create vibrant and welcoming places. We invite visual artists from a variety of backgrounds, styles, and techniques to showcase their talents and create eye-catching, public art throughout the town. All styles and techniques are welcome.

Up to five (5) artists will be selected through this Call to Artists to showcase their original pieces on these boxes. Selected artists will work collaboratively with Town Administration and, where required, refine designs or design elements to ensure the alignment, formatting and image transfers best reflect the submitted designs. The original artwork submissions for the designs will be created in any 2D medium. Selected artists will be required to work with the Town to convert final designs into one of the required file types. Final designs will then be transferred onto an adhesive wrap that will be installed by a third-party vendor at locations determined by the Town.

## BACKGROUND

The Utility Box Public Art Project is an initiative that is part of the Town's Public Art Program. This new program will provide artists with an opportunity to submit their original artwork that will contribute to the vitality and attractiveness of Westlock. This is a part of the recently adopted Public Art Master Plan & Policy by Town Council.

Artists are encouraged to explore Westlock's unique characteristics in the wrap designs – including our history, the community, its people, and natural and built landscapes. Overall, the wrap designs are to provide vibrancy and interest to the public realm. These utility boxes are located throughout the community at key intersections in Westlock. Final application locations of successful submissions will be determined solely by the Town.

## PROJECT OBJECTIVES

The art will, all, or in part:

- Honour the history and the people of Westlock;
- Create a strong sense of space and provide opportunities for community interaction;
- Enhance assets such as parks, corridors, nodes and commercial spaces throughout the Town;



- Strengthen the identity of Westlock;
- Support a vibrant way of life in Westlock by injecting and inspiring creativity.

Selected artists will be expected to further collaborate with the project team throughout the development of the finalized artwork based on their submitted design(s) and its transition to the wrap, participating and responding to comments and revisions from the project team, and liaising with the Town’s printer to ensure they are preparing files that can be successfully printed digitally. Utility Box dimensions vary in size, selected artists will be sent the specific size they must adjust their design to.

The selected/successful artists will:

- When required, further develop and refine their design(s) to ensure alignment to the intent and objectives of the project.
- When required, re-submit their design for comments, revisions and approval.
- Review and provide comments on colour samples and printing proofs for quality control purposes.
- Develop and provide an artist bio and artwork statement that may be used in communications about the banner program.
- Work with Town staff to communicate and showcase project development and/or final results.

Note: The artist’s scope of work and budget does not include printing, installing or maintaining the wraps. These tasks will be financed separately and managed by the Town. All printing will be undertaken by a printer that has been selected in accordance with the Town’s Procurement Policy.

**ARTIST ELIGIBILITY**

This Call is open to visual artists residing within Alberta. We welcome artists at various stages of their careers and encourage submissions from artists that are typically underrepresented (First Nations, Youth, etc.). Hybrid meeting options are available for those not within the Westlock area. Experience working with commissions, project teams, and managing similar sized budgets and projects is an asset, but not a requirement.

Selected artists will work closely with a project team, which includes, but is not limited to Town Administration, as well as the Town’s selected printer.



## TECHNICAL & SITE CONSIDERATIONS

- Artwork must be colourful and inviting. Bright and bold colours are required as they will fade over the three-to-five-year time frame that they will be in place.
- All artwork must be original and created by the artist(s) applying for this project.
- Art design should contain appropriate levels of detail and scale for viewing by pedestrians, and motorists from a distance.
- Creativity and innovation of design are encouraged.
- Artwork must not contain:
  - Political statements or persons.
  - Religious references or numbers.
  - Copyrights, trademarks, intellectual property material.
  - Corporate or organizational branding.
  - Offensive or obscene references or imagery.
  - Representation of traffic signals or signs.
- Overly pale, white, grey or sky blue colours are discouraged as they blend into the background.
- Being located on the ground and next to roadways, there will be grass along the bottom during summer months and snow during winter months. Imagery can cover the entire box, however consideration on placing imagery on the top two thirds of the utility box.

Artists of selected artwork will also understand and agree to the following:

- Selected artwork will be digitally applied to anti-graffiti vinyl and wrapped on utility boxes that may be targeted by vandals.
- Art is applied to functioning equipment that may need repair or replacement. No guarantee is issued for the location or longevity of display.
- Scanned artwork is preferred, but high-quality photographs of flat artwork taken in a neutral light will also be accepted
- Vendor may make adjustments to the finished piece to address installation challenges.
- The ability to overlay and layout the selected design(s) on the utility box wrap dimensions to create the desired final imagery will be critical.
- Artist will be responsible for design elements on all four sides of the utility box including attached exterior cabinets.





**BUDGET**

The total, all-inclusive artist honorarium for this public art project:

- \$500 per design selected

Note: The Town reserves the right to select one or more of the designs submitted by the same artist.

This amount includes (not limited to) all costs associated with the creation and communication for the utility box wrap designs.

- Artist fees (including administration)
- Travel and parking
- Research
- Materials and equipment

Selected artists will receive a \$500.00 honorarium for each of the selected final designs.

The Town will cover the cost of installation and maintenance of the utility box wrap.

**PROPOSED PROJECT TIMELINE**

Call of Artists Release	May 20, 2025
Application Submission Deadline	June 27, 2025 - 4:30 p.m. (MST)
Artist(s) Selected:	July 11, 2025
Contract(s) Completed with Successful Artists	July 18, 2025
Final Design(s) Completed:	August 15, 2025
Project(s) Installed:	August/September 2025 *Based on contractor availability

\*All dates are subject to change at the Town of Westlock's discretion



## RESPONSIBILITIES

### Artist:

- It is the responsibility of the artist to submit a complete application by the due date listed at the top of the application, as well as to include all required materials.
- Sign Agreement with the Town (terms and conditions of project)
- Artist will need to be available for up to three (3) meetings in July/August to finalize the design layout with Town and third-party vendor printing and installing the wraps. Additional communication via email may also be necessary
- Artist will be responsible for working with the Town of Westlock and printer/installer of vinyl wraps to assist in adjusting all artwork, files, and necessary materials for printing and installation on the utility boxes.
- The artist retains the copyright of the artwork

### Town:

- Provide transparent and timely process and information to the Artist.
- Provide agreement draft for finalization with the Artist.
- Work with a third-party vendor to install the selected designs as a graffiti-resistant vinyl wrap on each box
- Responsible for the maintenance of artwork.
- Owns all installed artwork and reserves the right to promote as it sees fit, in perpetuity.
- Reserves the right to remove, replace or adjust the artwork as necessary for the duration of the project and/or the artwork.



## **SUBMISSION REQUIREMENTS**

Incomplete applications will not be reviewed. All materials must be submitted by email to [planning@westlock.ca](mailto:planning@westlock.ca) by Friday, June 20, 2025 at 4:30 p.m.. Submissions must include the following:

1. Artist C.V./Bio
  - Include your previous experience(s) and projects, generally and/or specific to public art, relevant examples, contact information, including email.
2. Proposed Design(s)
  - Provide up to three (3) designs for review.
3. Design Statement for each Design
  - Each proposal should include a description of the work and a description statement outlining rationale, themes or other relevant information for each design and how it meets the project objectives.

Initial art submissions should be submitted in JPEG, PNG, GIF or PDF file types. (Print-quality artwork will be requested upon selection.)

## **RELEVANT DOCUMENTS**

[Town of Westlock Public Art Master Plan](#)

[Town of Westlock Public Art Policy](#)





## **Questions?**

Town of Westlock  
Planning & Development  
10003 106 Street, Westlock, AB T7P 2K3

[planning@westlock.ca](mailto:planning@westlock.ca)  
780.349.4444