



March 15, 2021

Dear Ms. Koike,

In 2017 Friends of Redondo Beach Arts delivered a donation to the City of Redondo Beach in the amount of \$1,000.00 for the sponsorship of utility box in the Utility Box Public Art Program. We are proud to be the first sponsor for this wonderful program.

We would like to formally request that our sponsorship be considered for use in the next round of boxes scheduled for wrapping as follows:

Artist: Erika Snow Robinson

Box Location: Northeast corner of S. Prospect Avenue and Palos Verdes Avenue

We are reattaching our FRBA logo for the plaque to be adhered to the artwork for your convenience.

We understand that this is a request only and that the Public Art Commission is not obligated to recommend our preference to City Council.

Thank you for your consideration.

Sincerely yours,
Debbie Collette

Debbie Collette
President
Friends of Redondo Beach Arts

City of Redondo Beach Public Art Program



UTILITY BOX PUBLIC ART PROGRAM INFORMATION

The City of Redondo Beach and its Public Art Commission invites artists to participate in the City's first ever Utility Box Public Art Pilot Program. The City and the Commission are seeking artists to showcase their work in a Pilot Program to beautify up to 25 utility boxes located throughout the City of Redondo Beach. The goals of the program are to use public art to contribute to the vitality and attractiveness of the City's streetscapes and bring art to unexpected places.

Applications can be downloaded from www.redondo.org/recreation at the Public Art section.

Please read this Program Announcement in its entirety before completing the application.

Eligibility

This Public Art Program is open to all adult and student practicing artists. The Call is also open to art teachers that are interested in mentoring a group of students. All entries must be an original design and artwork of the entrant and must be suitable for viewing by all ages.

Description and Location of Utility Boxes

The City's Utility Boxes vary in size. The boxes are currently gray or green and overall installation of artwork will be completed by a vinyl wrap company, complete with necessary preparations including scraping, sanding, priming. The vinyl material used will also have a UV-protective clear coat to protect from sun and additional damage. The boxes are located throughout Redondo Beach, including major thoroughfares with traffic signals that are visible to pedestrian, cycling and automobile traffic.

The 25 utility boxes selected for this pilot project are located within each of the 5 Districts of the City of Redondo Beach. The locations of the utility boxes are listed on page 4. The boxes indicated for the first round are in **bold** font. Images of all utility boxes are available at www.redondo.org/recreation at the Public Art section.

This call is only for Redondo Beach Utility Boxes. At some intersections where there are more than one utility box, the City's box is the only available box for public art installation.

Artwork Opportunity

The proposed Utility Box public art designs must be applicable and usable, covering all four sides and the top of the box. The artwork will be printed and installed by a contracted vinyl wrapping contractor on behalf of the artists and the City of Redondo Beach. The art should enliven the area, transform the street and reflect the neighborhood or area where the utility box is located. The artwork submitted should be family-friendly and suitable for viewing by all ages. Due to the location of the boxes, the art should be visible from a distance; therefore you may choose to utilize bold colors and designs. Artwork using a majority of dark colors will not be considered due to the potential for overheating the utility boxes. Additional consideration can be given to a project that showcases Redondo Beach's cultural diversity, historic heritage, or acknowledges a key activity that takes place in the area. Artists can

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submit more than one concept for the same location or submit a concept that includes a continuous theme across multiple utility boxes and locations.

The artwork design may not restrict any vents or airflow through the boxes, thus necessary layout edits to designs may be made by the City. The City must be able to fully access the box and the components inside the box at all times. In the event the utility box is mounted on a base or concrete or other material, the base shall not be included as part of the available area for a public art design. Any nearby protective poles, bollards, planters, etc. are not be included as part of the available area for a public art design. The artist is responsible for the design of the artwork to be printed on the vinyl and wrapped. Entries that use a copyrighted or trademarked image will not be accepted. In addition, the art must not be plagiarized, stolen, or copied from any other source. Entries must not defame or invade the rights of any person, living or dead.

The artwork may include the name of the artist and, if applicable, the sponsor of the specific utility box in no larger than a 3" x 5" space on one of the box's 4 side panels. The artwork is considered a long-term installation and will become the property of the City of Redondo Beach.

How to Apply for this Call

Please go to www.redondo.org/recreation and select Public Art to access the City's Public Art Program and this application which is available for download.

Application

All requirements listed below must be met or the application will be removed from consideration.

- ☐ 1. Application Form completed.
- ☐ 2. A concept drawing that shows all four sides and top of the utility box must be included in the application. Please note that utility boxes do differ in size, so the diagram is for a concept drawing not necessarily to scale. Concept drawings may be hand drawn, however digital design is recommended.
- ☐ 3. Specifications on materials and/or program used to design artwork (e.g. oil painting scanned into a jpeg, InDesign, Photoshop, original photography).
- ☐ 4. An Artist Statement (2,000 characters maximum) that describes why the artist is interested designing a utility box, previous experience working on public art projects, and how the artist believes the art will transform the street and/or enliven the area.
- ☐ 5. A resume that includes exhibition history, past projects; or a brief description of cooperative, community-based projects (four pages maximum). If you are a student, a letter of recommendation from an art teacher will be accepted in lieu of a resume.
- ☐ 6. A maximum of 3 examples of previous work including a brief description.
- ☐ 7. Desired box location (not guaranteed). The Public Art Commission will accept up to 3 location choices. Please rank the specific location with "#1" being the most desired, "#2" being the next, and so forth. The City and the Public Art Commission will have final say on all determinations of location if artist is accepted.

Selection Criteria

When making the selection for the Utility Box Public Art Project, the following will be considered:

Artistic excellence, innovation, and originality.

Does the artist have the experience to complete the project within timeframe?

Does the art meet the goals of the project?

Does the art transform the project area?

Does the art relate to the area where the utility box is located?

Does the art portray the City's cultural diversity, historic heritage, or a key activity?

Artist Selection Process

The selection process will consist of a review and project approval by the Public Art Commission. Artists will be notified by the City if and when their designs are accepted.

If you are selected to complete a Utility Box Public Art Project

All artists must sign a City Redondo Beach liability release and complete agreement before artwork will be installed. The artists will receive a \$350.00 stipend when final artwork is submitted and approved for a single utility box. Artist must notify the City when a project is completed. In order to receive payment, artists must submit a completed W9 form.

Once selected, the following shall be submitted within (30) thirty days:

- ☐ 1. Final artwork and design. Artwork must be in hi-resolution digital format. If submitting a Photoshop, Illustrator, or InDesign file, please also submit a hi-resolution image file of the same artwork.
- ☐ 2. Title of the artwork and artist name.

Questions?

Please contact the Community Services Department by emailing at rachel.scandling@redondo.org or call (310) 318-0644.

Utility Box Locations

(Locations in bold typeface have already been selected.)

District One:

1. Prospect Avenue @ Palos Verdes Boulevard
- 2. Palos Verdes Boulevard @ Pacific Coast Highway**
3. Catalina Avenue @ Knob Hill Avenue
4. Catalina Avenue @ Pearl Avenue
5. Pacific Coast Highway @ Ruby Street

District Two:

- 1. Catalina Avenue @ Torrance Boulevard**
2. Catalina Avenue @ Garnet Street
3. Diamond Street @ Pacific Coast Highway
4. Harbor Drive @ Beryl Street
5. Harbor Drive @ Herondo Street

District Three:

- 1. 190th Street @ Prospect Avenue**
2. Inglewood Avenue @ 182nd Street
3. Inglewood Avenue @ 190th Street
4. Inglewood Avenue @ Ralston Lane
5. Harkness Lane @ Anita Street

District Four:

1. Artesia Boulevard @ Green Lane
2. Grant Avenue @ Flagler Lane
- 3. Grant Avenue @ McKay Lane**
4. Grant Avenue @ Kingsdale Avenue
5. Artesia Boulevard @ Felton Lane

District Five:

1. Manhattan Beach Boulevard @ Vail Avenue
2. Marine Avenue @ Redondo Beach Avenue
- 3. Aviation Way @ Artesia Boulevard**
4. Marine Avenue @ Hotel Drive
5. Manhattan Beach Boulevard @ Inglewood Avenue

ARTIST APPLICATION

Artist Name_____

Business Name_____

Address_____

Phone Number_____

Email_____

Web Site_____

Examples of work:

Title of Work_____

Medium/Description_____

(Attach additional examples as needed.)

_____ I certify that I have created the above artwork (please initial).

Artwork Proposal

Preferred utility Box Number(s)/Location(s):_____

Rendering for Utility Box:

Description_____

Please attach designs for consideration by the Public Art Commission.

Please submit designs using the Design Template form or a reasonable facsimile.

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All Artists: Please sign, date and return with Artist Application:

I agree that: (1) my submission(s) and their contents will automatically become the property of the City of Redondo Beach, with no guarantee of compensation to me; (2) The City of Redondo Beach may use or redistribute the submissions and their contents for any purpose and in any way; (3) there is no obligation for the City of Redondo Beach to review the submission; and (4) there is no obligation to keep any submissions confidential. Further, I agree to waive my rights of attribution out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA").

ARTIST _____ Date _____

DISCLAIMER

I have read the attached information and agree to the rules & regulations stated. The undersigned agrees to indemnify and hold harmless, the City of Redondo Beach, Its Council, Officers, Boards, Commissions, Agents, associated Foundations and Employees for any loss or liability which results or is alleged to have resulted from my participation in this event, including any claim arising out of the applicants entry, acts, or omissions in said contest or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs. I have read and fully understand these policies. I am an adult and my signature is below.

ARTIST _____ Date _____

Erika Snow Robinson
RB Public Utility Box Rendering

SIDE 1



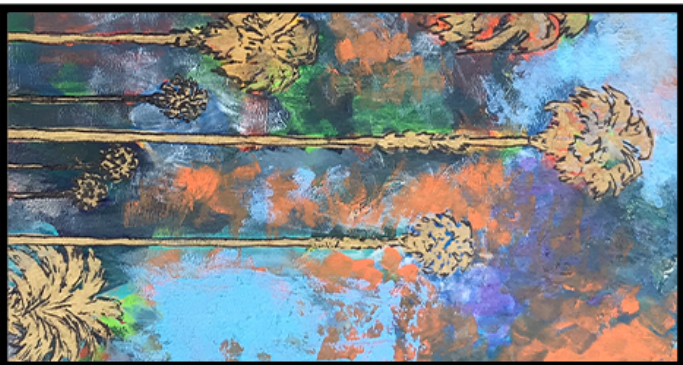
SIDE 2



SIDE 3



SIDE 4

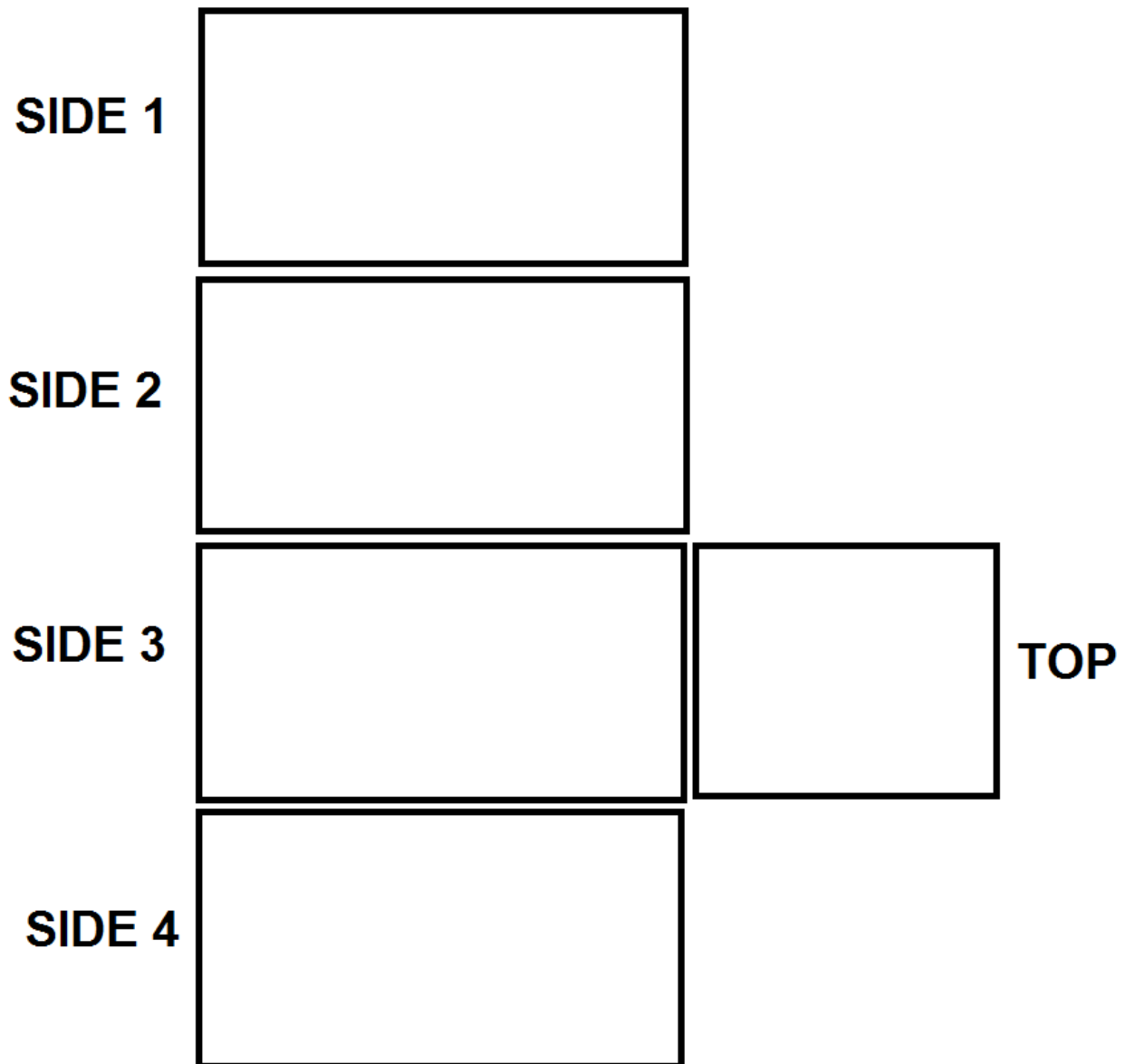


TOP



Design Template Sample

This is a typical utility box diagram representing the four sides and top. Please use it to submit the utility box design/images as it would be wrapped. Unique colors and bold graphics work well, along with bright images that can be seen from a distance. Detailed images of each side must be submitted on 8.5" x 11" paper. *Actual utility boxes vary in size shape and have various vents, seams, doors, and handles. Be prepared to adjust artwork to fit a unique utility box.*



SPONSORSHIP FORM

Envision how public art can transform a street, a community, a City. Sponsors are welcome to support the work of artists that will showcase original art work on utility boxes located throughout Redondo Beach. The Utility Box Program aims to replace unsightly utility boxes by bringing art to unexpected places and enhancing the beauty and vibrancy of Redondo Beach for years to come.

Utility Box Sponsors may request a specific artwork be considered with support of their sponsorship, however, the Public Art Commission will not guarantee that the requested artwork will be accepted and may choose any other artwork for the sponsored box at their sole discretion. All Utility Box art for consideration will be subject to the guidelines established in the Call for Artists and the Public Art Commission will determine final locations.

Sponsor Information:

Name of Person, Business or Organization: _____

Sponsor Name to appear on the Box (no logos are permitted): _____

Contact name (if different from above): _____

Mailing Address: _____ City/State/Zip: _____

Phone: () _____ Email: _____

Desired Box Location(s) (not guaranteed): _____

Please select a sponsorship category:

☐ Utility Box Sponsor: \$1,000 donation

One or more individuals, an organization or a business can sponsor a Utility Box. The identified name(s) will be included on the Utility Box public artwork. It will also be listed in the Public Art Program information in print and online.

☐ Utility Box Supporter: Minimum \$50 donation

The identified name will not be placed on the Utility Box public artwork but will be listed in Public Art Program information in print and online.

Total Sponsor/Supporter Amount: \$ _____

Please submit a check payable to "City of Redondo Beach" with this form to:

City of Redondo Beach
Cultural Arts Division
Attn: Utility Box Program
1922 Artesia Blvd.
Redondo Beach, CA 90278

Questions? Please contact the Cultural Arts Manager Rachel Scandling at (310) 318-0644 or via email at rachel.scandling@redondo.org.

FREQUENTLY ASKED QUESTIONS

Why are utility boxes receiving public art?

The City of Redondo Beach is committed to public art as a means for vibrancy, cultural uniqueness, community building, improving the quality of life, and making Redondo Beach a cultural destination.

Who is paying for the utility boxes to have public art?

The utility boxes are being paid for by the City of Redondo Beach John Parsons Public Art Fund and in some cases by sponsors.

How can I sponsor or support public art for a utility box?

Donations for the utility box public arts project can be made through the City of Redondo Beach for the John Parsons Public Art Fund. Please contact the Cultural Arts Division at 310-318-0644 for more information.

If I sponsor a box may I choose the artwork for the box?

Utility Box Sponsors may request a specific artwork be considered with support of their sponsorship, however, the Public Art Commission will not guarantee that the requested artwork will be accepted and may choose any other artwork for the sponsored box at their sole discretion. All Utility Box art for consideration will be subject to the guidelines established in the Call for Artists.

Why these particular boxes?

The boxes were chosen because they are owned by the City of Redondo Beach.

How do you find out about future projects and opportunities?

Information on this and other public art programs can be found on the City of Redondo Beach Community Services webpage located at www.redondo.org/recreation and select Public Art.

Is this legal?

Yes, these public art projects are sponsored and supported by the City of Redondo Beach on City of Redondo Beach property.

Are the artists being paid?

Yes, artist receives a \$350.00 stipend for their artwork.

How did you come up with the design and how do you transfer it to the box?

Each artist has an idea that has inspired him/her which they create into a rendering and proposal. The rendering is submitted to the Public Art Commission for approval. The rendering is then scaled up to fit the size of the box and is applied using a durable vinyl wrap.

What are the guidelines to what design is acceptable?

The criteria requires the artwork to be appropriate for the entire community to view and appropriate for its location.

FAQ CONTINUED

Is this permanent?

The utility box will be finished with a UV/anti-graffiti coating and should last between 7-10 years. The City reserves the right to remove a utility box public artwork at any time for any reason.

What happens if a utility box gets tagged and or vandalized?

If the artwork is vandalized, the City of Redondo Beach will mitigate the graffiti or other damage to the utility box. The artist is not responsible for repair.

What inspired the public artwork design?

Each artist has an individual source of inspiration. Artist statements regarding their design can be made available upon request.

Are the artists from Redondo Beach?

Priority is given to artists that live in Redondo Beach, however, all artists are welcome to apply.

How long does it take to install public art on a utility box?

This varies based on the artist, utility box, location and design, but all artwork shall be received within thirty (30) days from the notice to proceed from the City.

What does the city do to protect the finished design from being defaced?

Once the contractor has completed the vinyl wrapping, a UV/anti-graffiti coating will be applied. The City has contracted for graffiti abatement services that are ready to mitigate any tagging or graffiti that is reported in the City.

How can I comment regarding the art?

The public is welcome to send comments to the Cultural Arts Manager at rachel.scandling@redondo.org.

How do I submit an application?

Applications can be found on the Redondo Beach website, Public Art section at www.redondo.org/recreation or at the Community Services Department offices located at 1922 Artesia Blvd., Redondo Beach, CA 90278

Applications and printed examples of your art can be submitted in person via hardcopy at the Community Services Department offices located at 1922 Artesia Blvd., Redondo Beach, CA 90278 or can be sent electronically as attachments to rachel.scandling@redondo.org.



Erika Snow Robinson

Artist | Volunteer | RB Activist

ABOUT ME

ARTIST. DOCENT & VOLUNTEER. BASSOONIST. VETERAN (USMC).
64-UNIT CERTIFICATE: DESIGN COMMUNICATION ARTS | UCLA EXTENSION
GALLERY ARTIST - DESTINATION: ART
RBAG - ARTIST MEMBER/BOARDMEMBER
BEACH CITIES SYMPHONY ORCHESTRA - MUSICIAN/BOARDMEMBER
LEADERSHIP REDONDO ALUM. CLASS OF 2014. (BEST. CLASS. EVER.)

EMAIL

redondobeachartist@gmail.com

MOBILE

310-946-5421



WEBSITE

www.redondobeachartist.com

My name is Erika Snow Robinson. I am an artist in our community, but more importantly, I have given back to our community in many, and various, ways. I am hoping the next way I contribute is to help beautify our town with art on a public utility box.

I love Redondo and I love painting Redondo. I have raised my family here – two RUHS Seahawk Grads (Class of 2011 & 2019) - and I have been involved volunteering in the schools and other local organizations for many years. I was a South Bay Hands On Art docent volunteer for over 15 years. After being a docent, I was Co-chair for two years and I co-chaired the highly successful Chalk It Up event for two years. I am the 2nd Bassoonist for Beach Cities Symphony since 1999 and I am currently the Board Chair. I also serve on the board of my local temple.

I have had several solo art exhibits, but I am also proud to say that my art has been part of past amazing exhibits put on by Redondo Beach Art Group (Power of Art), Torrance Artist Guild (Gallery of Fine Arts) and Friends of Redondo Beach Arts (CA101). I am currently a gallery member of Destination:Art located in Torrance. I am also a current member (and on the board) of the Redondo Beach Art Group. I have a membership with FRBA.

I have been fortunate to share my art with the community in various ways. My projects have been picked by (at one time or another), all six of the local school art programs to be presented to, and learned by, their students (since 2008). I was part of Leadership Redondo Beach, Class of 2014 (BEST. CLASS. EVER.) where I personally designed and led the team that painted murals in the children's branches of both Redondo Beach libraries. I personally painted about 60 days to make these projects happen (almost all consecutively, including 2 sessions almost 24 hours solid) and we unveiled both murals in the fall of 2015. I also helped an Eagle Scout's project at the RUHS Memorial Baseball field come to fruition by personally painting the Seahawk logo and script mural located on the left field wall.

In other words, I am proud to be part of Redondo and happy to say that I have contributed to bringing art, music and beauty to our community for many, many years and hope to continue to do so. I am thrilled to have been picked for the public utility box project and I cannot wait to see my art grace one of our local utility boxes.



ERIKA SNOW ROBINSON | WWW.REDONDOBEACHARTIST.COM



@redondobeachartist



@redondobeachartist



@redondobeachart



310-946-5421

SOLO/PERSONAL EXHIBITS - Hosted & In Partnership with Local Businesses



SUNDAY MORNING ART COLLECTIVE (2018) - TORRANCE & PCH
Acupuncture by Homa



EGO SUM GRATIS: SOLO (2017) - CRENSHAW & PCH
Back in Action

ACCEPTANCE INTO EXHIBITS - Artwork and/or Gift Shop Artist

CA101 -FRBA - 4 different years since it's inception
Power of Art -RBAG - 5 years (between 2008 & 2016)
Hang In There - Destination: Art - 2020

LOCAL ART GROUPS



Destination: Art - 4 year gallery artist: www.destination-art.net



South Bay Hands On Art - 16 year member + 2 year co-chair:
www.southbayhandsonart.com



RB Art Group - 13 year member + 4 year board member: www.rbag.org



Beach Cities Symphony - 22 year member + 4 year board member:
www.beachcitysymphony.org

LOCAL PROJECTS



Parsons Project for Kids - Redondo Libraries' Children Branches
Murals Designer/Artist

Leadership Redondo Class of 2014:

https://www.redondo.org/depts/recreation/cultural_arts/public_art/default.asp



Redondo Union High School - Memorial Baseball Field SeaHawks Left
Field Mural
Designer/Artist

Erika Snow Robinson

Examples of Artwork

Acrylic, Watercolor & Photography

