

Call for Artists

San Francisco Beautiful presents: **Muni Art**

Application Deadline: **June 19, 2015**

Project Description

SF Beautiful is inviting artists to create original artwork to be digitally reproduced for display within 50 Muni Art buses in San Francisco this fall (2015). The artist will retain ownership of the artwork. This is a new initiative of SF Beautiful, in partnership with SFMTA. This is a high visibility opportunity for artists to have their work seen by thousands of persons daily.

5 winning designs will be selected by a public vote from a pool of pre qualified finalists. Each of the 5 artists will have their work displayed in 10 buses for a period of three months. No advertising will be displayed in the buses during this period.

Eligibility

Applicants must live in one of the following Bay Area counties:

- Alameda County
- Contra Costa County
- Marin County
- Napa County
- San Francisco County
- San Mateo County
- Santa Clara County
- Solano County
- Sonoma County

Theme

Artists who are selected as finalists are encouraged to develop designs that are evocative of “The Spirit of San Francisco”. This can be broadly interpreted and should be appropriate for the context in which it will be displayed.

Selection Process

Stage 1:

Complete applications will be vetted by a Review Committee comprised of local gallery owners and art institutions. Applications will be considered based on their eligibility, application materials, and adherence to SFMTA's advertising policy, **on pages 4 & 5**.

Stage 2:

Finalists will submit initial designs that will be presented to the public through an online voting system.

Applying

Applications must include the following:

1. 1-page project proposal including:
 - a. Project Description (text only, no visuals of project at this time)
 - b. How your project relates to the theme - “The Spirit of San Francisco”
 - c. If your project will be continuous or multiple panels (example on page 3)
2. 1-page resume
3. No more than 4 images of previous work (submitted as Microsoft Word or PDF document)
 - a. Include medium, dimensions, date, and a brief description for each image.

Applications must be submitted by 5pm on June 19th. Incomplete applications will not be considered.

Prizes

Finalists:

Finalists will be contacted by June 26th and invited to submit preliminary designs. These preliminary designs will be included during Stage 2 selection via public vote. All finalists will be recognized on program materials with their name, design, and a brief statement.

Winners:

The finalist with the most public votes during Stage 2 of the selection process will be awarded \$2,000. The 4 runners up will each be awarded \$1,250.

Each winner will have their work, portrait, statement, and artwork displayed on the interior of 10 Muni buses from October through December.

Project Timeline (subject to change)

Application Deadline: 6/19/2015 by 5pm (send to peter@sfbeautiful.org)

Review Committee: 06/22/2015 - 06/26/2015

Online Vote For Final Artists: 07/14/2015 - 07/31/2015

Art on Buses: 9/01/2015 - 12/31/2015

Specifications

Artwork should be adaptable for Muni's internal banner size of 11" by 28". Artwork can be one sectioned continuous piece, or multiple pieces on different panels (examples on page 3).

Each Muni bus has approximately 20 panels, 18 of these panels will be used for artwork. Final artwork will be digitally printed on paper with a gloss finish. Artwork must abide by the SFMTA's ad policy, **on pages 4 & 5**.

Application materials must be submitted via email to: peter@sfbeautiful.org

Artwork Size Examples



Example A - Sectioned Continuous Piece (approximate size is 11" by 504" per side, right side will have 2 panel gap above back door)



Example B - Multiple Pieces

Individual Panel Specs



SFMTA Advertising Policy Effective October 16, 2013

1. Purpose

The San Francisco Municipal Transportation Agency (SFMTA) operates the seventh largest public transit system in the country and exercises authority under the San Francisco Charter to manage the use by all modes of the City's transportation network. The SFMTA authorizes advertising on and in SFMTA facilities and property (including, but not limited to, buses, light rail vehicles, trolley cars, stations, parking garages, street furniture, cable cars, historic railcars and fare media) and under SFMTA contracts (hereafter "on SFMTA property") for the purpose of generating significant revenue to support SFMTA operations. Advertising shall not interfere with the SFMTA's delivery of transit or other services to the public or with the SFMTA's performance of its many other duties in maintaining the City's transportation network. Advertising on SFMTA property shall be consistent with the Agency's Strategic goals to:

- a. Create a safer transportation experience for everyone.
- b. Make transit, walking, bicycling, taxi, ride-sharing and car-sharing the preferred means of travel.
- c. Improve the environment and quality of life in San Francisco.
- d. Create a workplace that delivers outstanding service.

In keeping with its proprietary function as a provider of public transportation, the SFMTA does not intend by accepting advertising to convert its property into an open public forum for public discourse, debate or expressive activity. Rather, the SFMTA's fundamental purpose is to provide transportation services, and the SFMTA accepts advertising as a means of generating revenue to support its operations. In furtherance of this discreet and limited objective, the SFMTA retains control over the nature of advertisements accepted for posting on SFMTA property and maintains its advertising space as a limited public forum. As set forth in Section 2, this Policy prohibits advertisements that could detract from the SFMTA's goal of generating revenue or interfere with the safe and convenient delivery of SFMTA services to the public. Through this Policy, the SFMTA intends to establish uniform, viewpoint-neutral standards for the display of advertising on SFMTA property.

2. Advertising Standards

- a. SFMTA advertising contractors shall not post any advertisement that concerns a declared political candidate or ballot measure scheduled for consideration by the voters in an upcoming election or an initiative petition submitted to the San Francisco Department of Elections.

- b. SFMTA advertising contractors shall not post any advertisement that infringes on any copyright, trade or service mark, title or slogan.
- c. SFMTA advertising contractors shall not post any commercial advertisements that are false, misleading or deceptive.
- d. SFMTA advertising contractors shall not post any advertisement that is obscene or pornographic.
- e. SFMTA advertising contractors shall not post any advertisement that is clearly defamatory or advocates imminent lawlessness or violent action.
- f. SFMTA advertising contractors shall not post any commercial advertising of alcohol, tobacco or firearms.
- g. SFMTA advertising contractors shall post the following language with every advertisement, in a size and location approved by the SFMTA: "The views expressed in this advertisement do not necessarily reflect the views of the San Francisco Municipal Transportation Agency."

The SFMTA reserves the right, from time to time, to amend, suspend, modify or revoke the application of any or all of these standards as it deems necessary to comply with legal mandates, or to facilitate its primary transportation function, or to fulfill the goals and objectives referred to herein. All provisions of this advertising policy shall be deemed severable.

3. Advertising Administration

SFMTA advertising contractors shall be responsible for the daily administration of the SFMTA's advertising in a manner consistent with this Policy and with the terms and conditions of their agreements with the SFMTA.

This Policy shall be effective upon adoption but shall not be enforced to impair the obligations of any contract in effect at the time of its approval. It shall be incorporated into any new contract for advertising on SFMTA property. SFMTA contracts granting advertising rights shall include this Policy as an attachment and require the following:

- a. Any advertising contractor must comply with the advertising standards set forth in this Policy, as they may be amended from time to time.
- b. Any advertising contractor must display only those advertisements that are in compliance with the Policy.
- c. Any pilot programs or experimental advertisements must be approved by the SFMTA in advance.