

CITY OF SYRACUSE PUBLIC ART APPLICATION

Project Title: Unboxed: The Utility Box Art Project

Installation Type:

Donation to permanent art collection
 Temporary installation
Proposed date and duration of installation: September 14- October 12, 2024
 Mural on private property

Installation Location

Property Name: 3 Locations of Utility Boxes on public right of way

Street Address: 1:200-208 West Water Street, 2: E Fayette at Montgomery, 3: 300 West Fayette

Location Description [e.g., 15 ft. from building entrance]: 1:Large utility box outside of Board and Bar in Clinton Square
2: Utility box on streetlight pole outside of St. Paul's Church
3:Large Utility Box next to Marriott Hotel cafe seating area on Franklin St.

Artwork Type [e.g., sculpture, mural, video]: small murals on utility boxes

Artwork Description [include fabrication date; medium, dimensions, materials and finishes]:
See Addendum

Artist

Name: See Addendum (Multiple Artists)

Address: _____

Phone: _____

Email: _____

Current Owner (if applicable)

Name: City of Syracuse

Address: _____

Phone: _____

Email: _____

Applicant

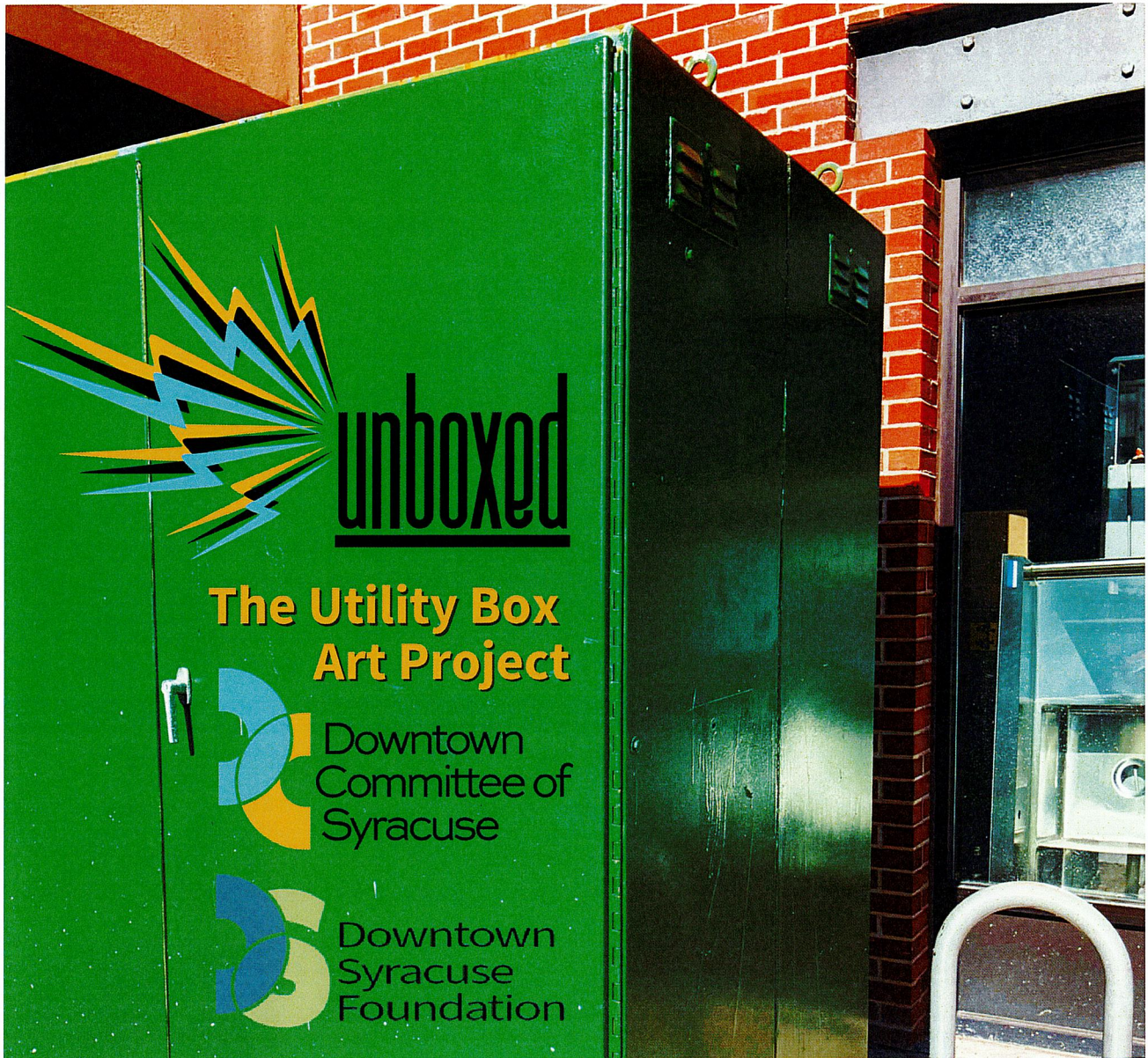
Name: Sarah Tietje-Mietz, Downtown Committee of Syracuse, Downtown Syracuse Foundation

Address: 115 W Fayette Street

Phone: 315-439-0995

Email: stietjemietz@downtownsyracuse.com

Signature: _____ **Date** 9/5/2024



Unboxed: The Utility Box Art Project

An initiative from The Downtown Syracuse Foundation
and The Downtown Committee of Syracuse

Full program overview

Unboxed: The Utility Box Art Project

The Downtown Syracuse Foundation, in partnership with the Downtown Committee of Syracuse, invite local artists to participate in a pilot program that will showcase the breadth of artistic talent in our region by enhancing overlooked public infrastructure (utility boxes) and transforming these spaces into celebrated pieces of public art by integrating art, color and creativity into the landscape.

Project Overview:

Unboxed: The Utility Box Art Project, organized by the Downtown Syracuse Foundation, is an initiative to bring colorful artwork to Downtown Syracuse. Local artists are invited to submit up to three (3) designs that are vibrant in nature, beautify the urban district, and infuse creativity into the landscape. The designs will be painted by the artist directly onto Downtown utility boxes, and each selected artist will receive payment for their work and have costs of supplies covered through funding. This document includes information about the submission process, timeline, box locations and dimensions, and other pertinent information. Please download a copy and read through fully. We urge applicants to also visit box locations to better understand site and context.

Program Requirements:

- Artists must reside in Onondaga County, with preference given to artists located in the Greater Syracuse area
- Artists must be at least 18 years of age.
- Up to three (3) designs may be submitted electronically through the [Google Form](#). These can be for the same box or for three (3) different boxes
- Artist must submit an Artist Statement of Intent and/or description of the concept to accompany each design
- Artist must submit detailed project budget
- Artwork and design must be original
- Designs must be appropriate given the location and setting
- Designs should not include advertisements
- Artists will be responsible for preparing utility boxes for painting. This should be factored into the budget. See attached details on how to prep boxes
- Artists will be responsible for sealing their artwork with appropriate, outdoor, UV-resistant acrylic varnish

Selection Process:

- A review panel comprised of local arts representatives and community stakeholders will select three finalist designs per box location based on the above program guidelines.
- After the review panel narrows down designs to the finalists, a call for public voting to select the winning design for each location will go out via the Downtown Committee's social media and website.
- Designs may be kept on file for future consideration

Program Timeline:

- Issue Call for Submissions: **July 16, 2024**
- Submissions Due: **11:59 pm on August 10, 2024, Extended to August 17**
- Review Panel selects designs to proceed to community vote: **August 13 – 20, 2024. Updated to August 19-22.**
- Community Voting: **August 22 – 30, 2024. Updated to August 27- September 3.**
- Artists of Winning Designs Notified: **Week of Sept 4, 2024**
- Winning designs presented to SPAC for approval: **September 10, 2024**
- Artwork Installation: **September 14 – October 12, 2024**
- Finished artwork shared with public: **Week of October 14, 2024**

Selected Artists:

- Will receive payment for each utility box design installed, as detailed in their proposed budget.
- Will receive funds for materials required for the installation, as detailed in their proposed budget. 50% will be paid to artist upfront, 50% paid at completion of art.
- Must be willing to share their name publicly. No anonymous designs will be considered.
- Must sign a liability waiver.

Submission Instructions:

All submissions must be completed through the Google Form Application.

Materials must be received by 11:59 pm on Saturday, August 10, 2024. All artists submitting work for consideration apply via this form and will be the only way submissions to this call will be selected. If you experience any difficulties or issues with the process, please contact Sarah Tietje-Mietz, Marketing and Events Manager, at stietjemietz@downtownsyracuse.com.

In order for designs to be considered, artist **MUST** submit the following:

- Design proposal (up to 3), in color, labeled with artist name, box location number and design name, save as a jpg or pdf
Example: doe_jane_location_3_pelican.jpg
- Detailed project budget, including anticipated breakdown of how funds will be used (template in online application)
- Artist Statement of Intent and/or description of concept for each design submitted
- Artist bio
- Artist contact information
- Signed Terms of Agreement
- Examples of previous work

Ongoing care and maintenance:

The Downtown Committee's Environmental Maintenance team will work to maintain the artwork by monitoring for graffiti tags or damage and as needed. If touch-ups of the artwork are needed, the artist will be contacted and brought on to do this, with this work facilitated and paid for by the Downtown Committee.

Box Locations and Measurements:

Location 1: 200-208 West Water Street, Syracuse, NY 13202



Measurements

H: 70.5" on front, 83" on sides

W: 70"

D: 48"

Location 2: East Fayette at Montgomery St. (outside of St. Paul's Church) – Green box only.



Measurements:

H: 51"

W: 25"

D: 17.5

Location ³ 300 West Fayette St (next to Marriott Hotel café seating area on Franklin St.)



Measurements:

H: 53.5" (Front) H: 55" (Back) This box has a slanted top.

W: 44"

D: 28.5"

Attached small box:

H: 24.25"

W: 20.5"

D: 12"

Unboxed: The Utility Box Art Project – Budget

Box Location	Cost	Artist
Location 1	\$1525	Ally Walker
Location 2	\$1275	Ally Walker
Location 3	\$985	Lydia Nichols
Total	\$3785	

We have secured funding from a CNY Arts grant and Tomorrow’s Neighborhood Today grant to cover full costs, and any unexpected additional costs, for these three Utility Box art installations.



SYRACUSE
PUBLIC ART
COMMISSION

November 15, 2023

Heather Schroeder
Deputy Director & Director of Economic Development
Downtown Committee of Syracuse
115 West Fayette St
Syracuse, NY 13210

Dear Ms. Schroeder:

On behalf of the Syracuse Public Art Commission, I am pleased to submit this letter of support for the Downtown Syracuse Foundation's grant request to CNY Arts for **Únboxed: Utility Box Art**. This is a first-of-its-kind project in Syracuse that will introduce the community to new and exciting artwork by emerging artists, address blight, and improve the everyday aesthetic experience of all who live, work, and visit downtown.

This office looks forward to assisting the project team in securing all requisite permissions from the owners of the six selected utility boxes, including the City Department of Public Works and private utility companies. We are happy to share the Commission's growing artist database to assist the project in engaging the widest range of local artists. Finally, this office will assist the project team with the preparation of public art applications to be presented to the Public Art Commission for final review.

As a pilot project, **Unboxed** presents a unique opportunity to test this new concept of small-scale public art intervention in Syracuse. With what is learned from the pilot, we see the possibility of replicating the concept in neighborhoods across the community.

Sincerely,

A handwritten signature in black ink that reads "Kate Auwaerter". The signature is written in a cursive, flowing style.

Kate Auwaerter
Public Art Coordinator

One Park Place, Suite 700, 300 South State St., Syracuse, NY 13202/ 315-448-8108

Unboxed: The Utility Box Art Project Public Input and Support

A large component of Unboxed has been the community input and support for the project, and the program process was developed with this in mind. Financial support for this program came from grants from two area organizations: CNY Arts and Tomorrow's Neighborhood Today (which is a citizens advising panel), fully funding this round of Unboxed. To select artists for this project, an open call for submissions was put forth, and announced to the greater community through the Downtown Committee of Syracuse's newsletter, which reaches over 6,000 people, a press release, through our social media channels with a combined reach of 26,000 followers and shared with Downtown neighborhood associations. After the open call, these submissions were reviewed by a committee consisting of local business owners, community members, Syracuse Public Art Commission staff and board members, and the owner/curator of a Downtown art gallery. After two finalists for each of three locations were selected, these finalists were shared with the greater community for public voting via the same channels the program was announced. This resulted in over 200 unique votes per location from the public, and it is from this input that the winning designs for each of the three locations were chosen.

Unboxed: The Utility Box Art Project – Timeline

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- Artwork Installation: **September 14 – October 12, 2024**
 - Artists each provided with orientation to site, installation requirements and safety, and a trip to Commercial Art Supply for orientation to materials, if needed.
- Finished artwork shared with public: **Week of October 14, 2024**

Unboxed SPAC Submission Addendum: Artwork

Location 1: 200-208 West Water Street, Syracuse

Artwork Description: A large starry space sky with planets, shooting stars, comets, and small spaceships are the backdrop for a large golden telescope inviting the viewer to look beyond the stars and interact with the art to create their own fun space scene. All sides of the box will be painted with the space backdrop.

Artist Name: Ally Walker

Address: 420 Whittier Ave Syracuse NY 13204

Phone: 315.657.1315

Email: allywalkerinks@gmail.com

Location 2: East Fayette Street at Montgomery St.

Artwork Description: A little library come to life. Shared Community libraries are a common site, and this box is transformed into a library where characters are coming to life. With references to popular stories like “Beauty and the Beast,” “Cat in the Hat,” “Moby Dick,” “Alice in Wonderland,” “The Women That Lived in a Shoe,” and a small bean stalk growing from the top right as a nod to “Jack and the Beanstalk,” these storyline characters give a whimsical take on the community library.

Artist Name: Ally Walker

Address: 420 Whittier Ave Syracuse NY 13204

Phone: 315.657.1315

Email: allywalkerinks@gmail.com

Location 300 West Fayette:

Artwork Description:

At the heart of my work is visual storytelling. Inspired by design and printmaking processes, I use color, shape, and patterning to create bold work that's compelling to look at and, importantly, easy to make sense of. Sometimes pieces include custom lettering or anthropomorphic animals/objects. This concept centers on flora and fauna, celebrating the biodiversity that exists around and throughout the city of Syracuse. Keep Syracuse Salty features birds of CNY—Onondaga Lake's bald eagles, seagulls, and geese right alongside the city of Syracuse's ubiquitous, sometimes notorious, crow population.

Artist Name: Lydia Nichols

Address: Syracuse, NY

Phone: 267.225.6906

Email: hullo@lydianichols.com

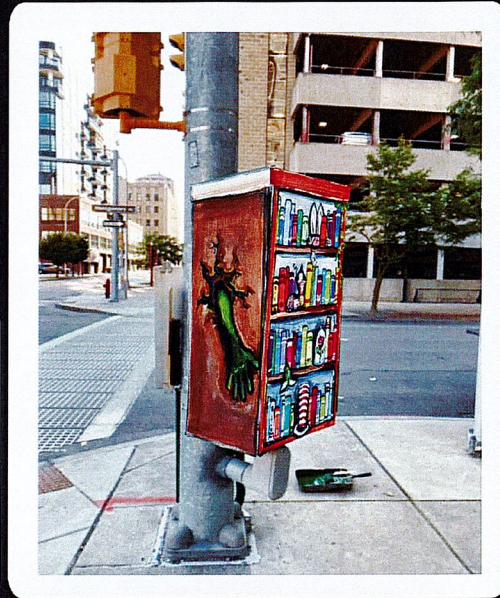
DESIGN Lil' Library

The Library Come to Life
Location 2: East Fayette at Mont-
gomery St. (outside of St. Paul's
Church) – Green box only.

Artist Statement:

The little Library come to life.
Shared community library are a
common site and this box is trans-
formed to a Library that characters
are coming to life. With references
to popular stories like beauty and
the beast, Cat in the Hat, Moby
Dick, Alice in Wonderland, The
women that lived in a shoe, and a
small bean stalk growing from the
top right. These story line charac-
ters give a whimsical take on the
community library

Side
View



Syracuse, New York

 Google Street View

Jul 2023 [See more dates](#)



Image capture: Jul 2023 © 2024 Google



DESIGN Starry Night Sky

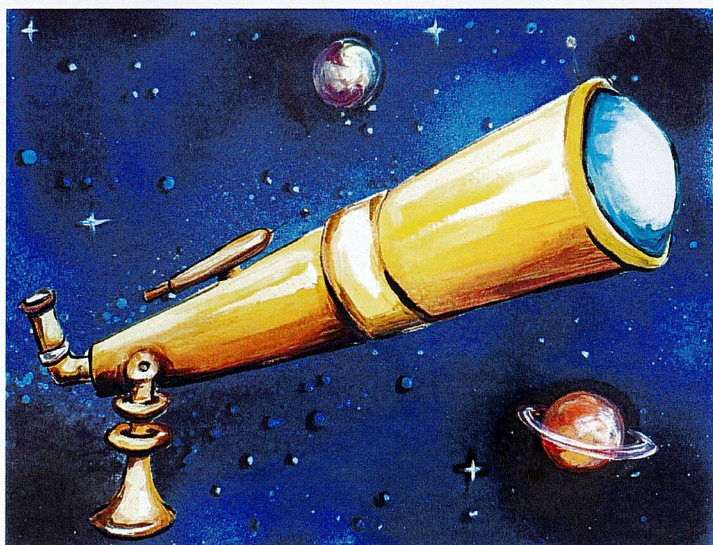
Starry Night Sky
Location 1: 200-208
West Water Street

Artist Statement:
A large starry space lit sky with plants, shooting stars, comets, small spaceships, are the backdrop for a large golden telescope inviting the viewer to look beyond the stars and interact with the art to create their own fun space scene. All side of the box will be painted with the space backdrop.

Side View



Front View



Syracuse, New York

 Google Street View

Jul 2023 [See more dates](#)



Image capture: Jul 2023 © 2024 Google

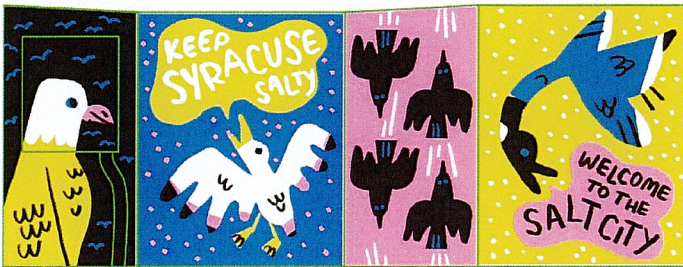


Unboxed: The Utility Box Art Project Proposal
Location 4: 300 West Fayette Street

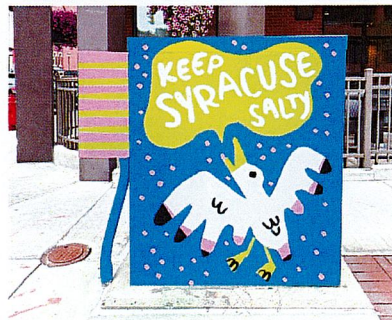
Lydia Nichols
Concept 2: Keep Syracuse Salty



concept sketch



concept sketch with color



in situ mock

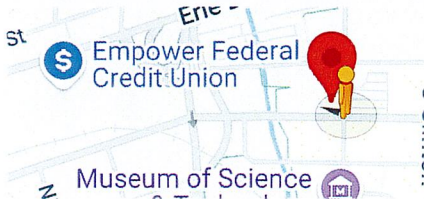
Syracuse, New York

Google Street View

Oct 2021 [See more dates](#)



Image capture: Oct 2021 © 2024 Google





Allywalkerinks@gmail.com

www.freelanced.com/allywalker

Technical Proficiency

- Specializing in; artistic problem solving, painting to scale, creative-thinking, space design perspective, color theory

Education

SUNY Plattsburgh (2002-2006)
 Bachelors Degree Art and Graphic Design, concentration in drawing.
 Skills in various mediums: water color, acrylic, interior paints/faux

Design Proficiency

Branding and Identity
 Page Layouts
 Image Retouching
 Business Cards
 Brochures
 Event Posters
 Web Advertisements
 Website Management
 Technical Illustrations
 Promotional Signs
 Screen Print Banners
 Photo Rendering
 Tradeshow Displays
 Magazine Advertisements
 Vector and Free Hand Illustration
 Creative Custom Presentations
 Promotional Print Advertisements
 Package Design

Project Management

- Developing design concepts from rough sketch to final design that can be interpreted to retail environments, fixture design, window display, event and promotional execution.

- Lead projects from inception to completion, keeping in budget and meeting deadlines, and according to specifications.

Allywalkerinks@gmail.com

Freelance Muralist/Painter - Private/Public

- Crouse Hospital, Syracuse, NY - Underground Tunnel; (2) sided, 90x8ft
- Crouse Hospital, Syracuse, NY - Ultra Sound Exam Suites/MRI Unit
- Upstate University Hospital, Syracuse, NY - 60 Mural examination rooms for the Centre of Pediatric Surgery, Gastric Intestinal, Neurology, and Centre for Nutrition and Exercise, MRI, Radiation, and Donor Tree.
- GIGI's Playhouse- Donor Tree, 500 donors with 17ft tree
- Paradise Auto, Syracuse, NY - Auto Show Room, (6) walls
- Core fitness Gym, Syracuse NY- Logo Recreation (freehand) 22x8ft
- Pacific Health Club Group Liverpool NY - Logo Recreation (freehand)
- Golisano Childrens' Hospital, Syracuse NY - Lobby, Exam Rooms, Waiting Areas, Cancer Treatment Rooms, and, Exterior Butterfly Tree Emergency Area (Total Murals in Upstate Hospital facilities - 86 murals)
- Core Fitness, Syracuse, NY - Logo Recreation 6ft x 12ft
- E.Water Street Mural - 2017 World Canals Conference (exterior chalk mural)
- Whitlock Building, Syracuse, NY - 40ft. Lobby mural and (5) interior murals
- University Ave, Syracuse, NY - Piano mural 15x33ft
- Gear Factory, Syracuse, NY - Lobby Staircase Mural
- Maxwells, Syracuse, NY - Chalkboard Artist since 2018
- Sweet On Chocolate Syracuse, NY - Logo Creation, Logo and character murals
- Lipe Art Park, Syracuse, NY - "Typewriter No. 5" and "Crayon Box" mural
- "Put the U Back in Syracuse" - (4) Chalk Murals 18ft x 24ft (collaboration with Syracuse Downtown Committee and Eric Mower Associates
- Mill Pond Landing - 327 West Fayette Street, Syracuse, NY - "Art Walk" 18 Panel activated art, creates photo opts for the viewer to interact.
- Schiller Park Community Center - (3) murals for National Grid Project C
- (12) Parking Barriers for Clinton Sqaure with Syracuse Downtown Committee
- The Broch Loch, Cazenova, NY - Faux painting for Exterior and hallway
- Art Stroll - Rosemond Gifford Zoo - (6 panel) art exhibit within the zoo
- Millspond Landing - 9,900sqft Mural in Armory Square

Voss Signs - Syracuse, NY (2015-2016)

Graphic Designer / Marketing Assistant

- Social Media, Website Content Management, Assistant to Marketing Director, Marketing Research/Material and Creative Product Development

Downtown Decorations, Inc. Syracuse, NY (2008 – 2012)

Graphic Designer

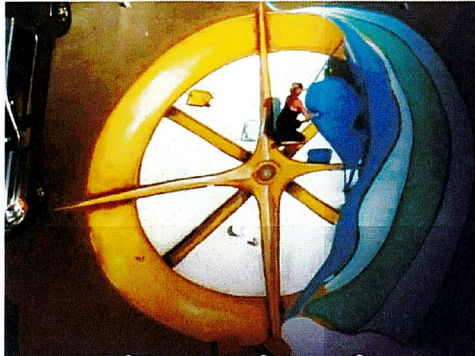
- Web site design, web site layout, maintaining product updates
- Design marketing flyers, brochures, exhibits/booth design
- Design conference materials, packets, product catalogues
- Created technical design illustrations for decor installation and project layout
- Production/installation specifications for creating custom decor
- Creation of custom design banners, vector file manipulation, logo recreation for offset printing and screen printing
- Photography editing, rendering product decor for client presentation

Administrative Assistant to Vice President/President (2009-2010)

- Customer Service, Graphic Assistant to marketing and Art Director, Marketing Research and Creative Development

Administrative Assistant (2002-2008)

- Brian's Custom Framing - Receptionist/Secretary
- Buckley Owens Machinery Co. - Receptionist/Secretary

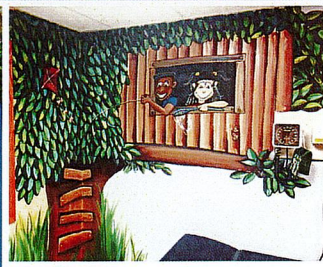
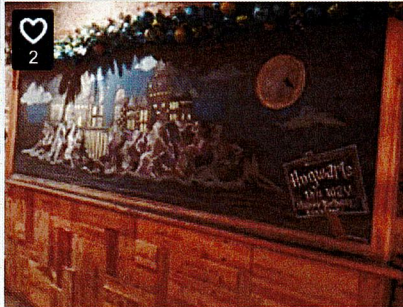
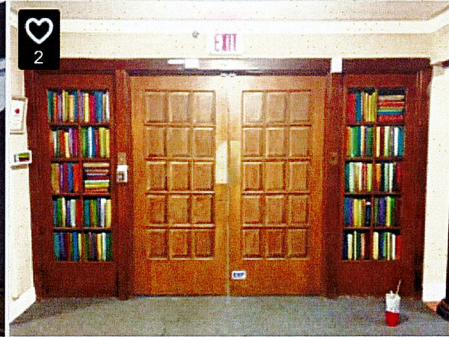
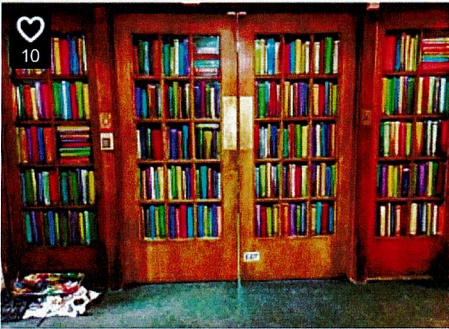
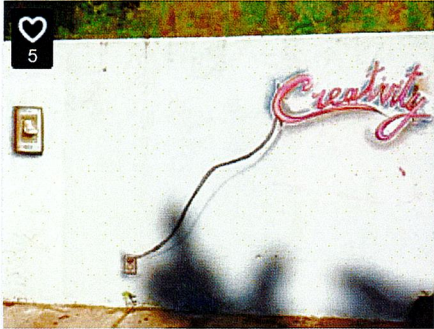
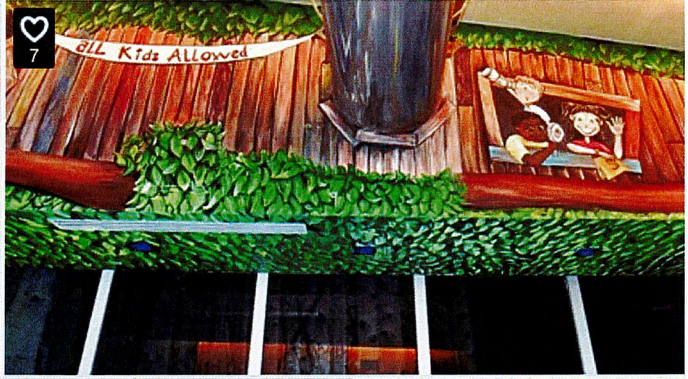


AllyWalkerInks

mural artist



allywalkerinks@gmail.com



Unboxed: The Utility Box Art Project Proposal

Location 4: 300 West Fayette Street

Lydia Nichols

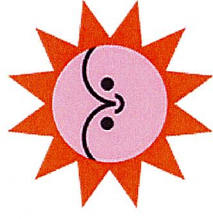
lydianichols.com

@hulloitslydia

hullo@lydianichols.com

Artist Bio:

Lydia Nichols (she/her) is an image-maker/storyteller with a penchant for printmaking processes and anthropomorphic touches. As a kid, she declared her intent to become either a vet or a cartoonist. She is neither, but considers working as an illustrator that frequently draws animals a childhood dream come true. Her clients include: Chronicle Books, Google, The New York Times, Penguin Random House, Target, The Washington Post, and many others. She has been recognized by the Society of Illustrators, 3x3 Magazine, American Illustration, SCBWI, and Communication Arts.



Lydia Nichols

