



SAN JOSE
DOWNTOWN
FOUNDATION

Request for Submissions Downtown Doors 2012

Program Description

Downtown Doors is an art competition and outdoor exhibit produced by the San Jose Downtown Foundation (SJDF). In its ninth year, the program is designed to give students a real life opportunity to learn how publically-displayed art is selected and installed as well as provide an opportunity to build upon their current artistic skills. Additionally, the program provides a way for the youth of Santa Clara County to be involved in shaping their urban environment.

Blank service and utility doors that face major streets and walkway are used “canvases.” **In 2012, the program has expanded and will also include five downtown utility boxes.** Each piece that is selected is enlarged and then transferred onto vinyl adhesive decals and professionally installed on the door sites/utility boxes. The artwork is typically featured on its urban canvas for two years.

The large-scale installations will be unveiled on Friday, June 1, 2012 during an artist and sponsor recognition reception. Students, teachers, schools and sponsors are recognized at the reception. Each student whose piece is selected receives an award package that includes an honorarium. Each selected student’s school art department also receives an honorarium.

In 2012, student artwork will be installed at approximately 20 outdoor locations in the core of downtown San Jose. A partial list of anticipated door sites and selected utility boxes is on page four of this Request for Submission (RFS).



Selection Process

Artwork is judged without preference or knowledge of the artists' school, grade or name. An Art Selection Committee, comprised of members from the local art community and one SJDF Trustee, review the artwork and select the best pieces based on merit and the criteria outlined in this RFS. Any artwork selected by the Art Selection committee must receive final approval for installation by its door site host.

Judging Criteria

1. The artwork enhances the environment and has aesthetic quality.
2. The piece is dynamic and makes people stop and look.
3. Content is appropriate for all ages and respectful to all communities.
4. Artwork content is not political, commercial, or religious.

General Timeline

1. Mid-January – Request for Submissions released
2. Monday, March 26 – Friday, March 30 – Submissions due
3. Mid-April – Art Selection Committee meets
4. Mid-April/Early May – Selected students/teachers notified
5. Friday, June 1 – Installations completed, Artist Recognition Reception @ 5 p.m.

Artistic Guidelines

- Original artwork can be no larger than 36" x 36" portrait or landscape. This is due to the process used to create the decals.
- Do not submit artwork smaller than 8.5" x 11" for consideration, unless the piece has very high quality resolution, i.e. photography.
- Photographs must be shot at the highest resolution possible – a minimum of 300 DPI. Students must have written permission to use any copyrighted material.
- Artwork will remain the property of the artist, however each program participant must sign and return the Artist Waiver included in this RFS.
- Refer to the attached document for actual dimensions of utility boxes.

Information and Tips for Students and Teachers

- Think big! Have students keep scale in mind when creating their artwork and promote design concepts that translate well on a larger scale
- Artwork might be slightly cropped on the top, bottom or sides to fit the specific selected site. Encourage the highest standards of workmanship.
- Submit a variety of portrait-oriented and landscape-oriented entries- door sites vary from square to rectangular.
- Guide students to achieve neat work, which demonstrates a significant time investment, thought in design, and considers color, contrast, and content.
- The larger the original artwork, the better the definition will be when it is enlarged to fit the door site.

Submitting Artwork

Each participating school is limited to submitting 10 pieces of art for consideration, total. Multiple entries from one student maybe be submitted as part of the 10 aforementioned pieces, but only one entry will be selected.

Please do not e-mail submissions. E-mailed submissions will not be accepted.

Each school submission should include:

1. A CD with one .jpg file of each piece of art to be considered and one higher resolution file in any one of the following formats – AI, PSD, TIFF or EPS
2. Two 8.5 x 11 printouts (preferably 3-hole punched) of each piece submitted for consideration with a label on the back of each printout with the following information:
 - Student name and Grade
 - Teacher name
 - School name
 - Title of the piece
 - Contact phone number and email
 - Clarification on whether the submission is to be considered for a downtown door or for a downtown utility box.
3. A document that summarizes all of the pieces that have been submitted from one school, with a list of students submitting artwork and corresponding title of the artwork submitted. Teacher name and contact information (phone and email) should also be included on this summary document.
4. A signed Artist Waiver (included in this packet) from each student artist for each piece submitted.
5. A proposed budget indicating how the school art department honorarium (\$600) would be spent, if received.

Submission packets should be dropped off at the following location :

San Jose Downtown Association
28 N. 1st St., 10th floor
Attention: Blage Zelalich

Drop off dates: Monday, March 26 – Friday, March 30, 2012. No submission will be accepted for consideration if delivered after 5 p.m. on Friday, March 30.

Additional Information

The 2012 artist recognition reception will take place on Friday, June 1 at 5 p.m. Please note that this maybe after the school year has ended for some schools and as such we would like participating students and their parents to mark this date on their calendars ahead of time.

For photos of the current exhibit and to download the most current Downtown Doors walking map, visit http://www.sjdowntown.com/Downtown_Doors.html

We strongly encourage you to download the Downtown Doors walking map referenced above and visit existing downtown doors, as well as the newly proposed utility box sites, in order to get a feel for the environment in which the artwork will be placed.

Partial List of 2012 Doors Sites

The Fairmont San Jose - 170 S. Market St. (ten door sites)

The Pavilion First and Second streets at Paseo de San Antonio, (three door sites)

The San Jose Repertory Theater - 101 Paseo de San Antonio (five door sites)

Marriott Hotel – Corner of Market and San Carlos streets (three door sites)

Camera 12 Cinemas - 201 S. Second St. (nine door sites)

2012 Utility Boxes (see additional information included in this packet)

NW corner of Market and Post Streets, on Post Street

SW corner of Market and Post Streets, on Market Street

East side of Market Street, between Post and San Fernando Streets

SE corner of Santa Clara and San Pedro Streets

North side of San Carlos Street, in front of the Civic Auditorium

For additional questions contact:

Blage Zelalich,

408-279-1775, ext. 323

bzelalich@sjdowntown.com



S A N J O S E
D O W N T O W N
F O U N D A T I O N

ARTIST WAIVER

2012 Downtown Doors

I, _____, agree to allow the unrestricted use of
Student Artist Print Name

my likeness and my artwork for promotional purposes, including but not limited to press releases, postcards, note cards, website photos and posters, in perpetuity, to aid the efforts of the San Jose Downtown Foundation and the Downtown Doors program.

Student Artist Signature

Date

Parent/Guardian Signature (if Student Artist is under 18)

Date

San Jose Downtown Foundation Utility Box Artwork Dimensions

57" X 30"	57" X 18"	57" X 30"	57" X 18"
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Note: When designing utility box artwork, the best type of image would be something that can stand on its own on each side but wrap around all four sides to make a complete image all around. The illustration shows all four sides of the utility box laid out flat.

1. NW corner of Market & Post streets: 57"h X 30"w X 18"d

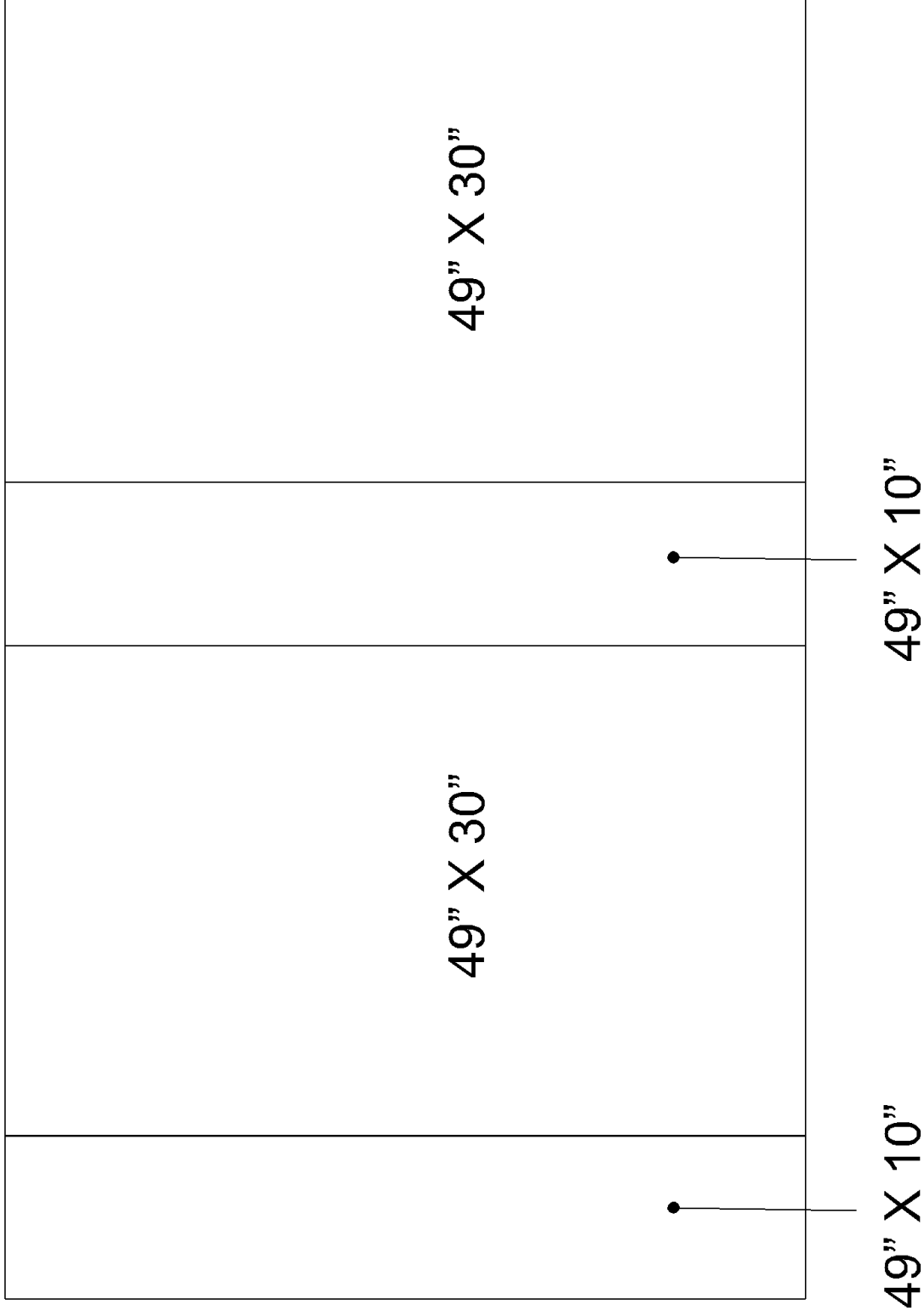
San Jose Downtown Foundation Utility Box Artwork Dimensions

44" X 58"	44" X 44"	44" X 58"	44" X 44"
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Note: When designing utility box artwork, the best type of image would be something that can stand on its own on each side but wrap around all four sides to make a complete image all around. The illustration shows all four sides of the utility box laid out flat.

2. SE corner of Santa Clara & San Pedro streets: 44"h X 58"w X 44"d

San Jose Downtown Foundation Utility Box Artwork Dimensions



Note: When designing utility box artwork, the best type of image would be something that can stand on its own on each side but wrap around all four sides to make a complete image all around. The illustration shows all four sides of the utility box laid out flat.

3. East side of Market, between San Fernando & Post Sts: 49\"h X 10\"w X 30\"d

San Jose Downtown Foundation Utility Box Artwork Dimensions

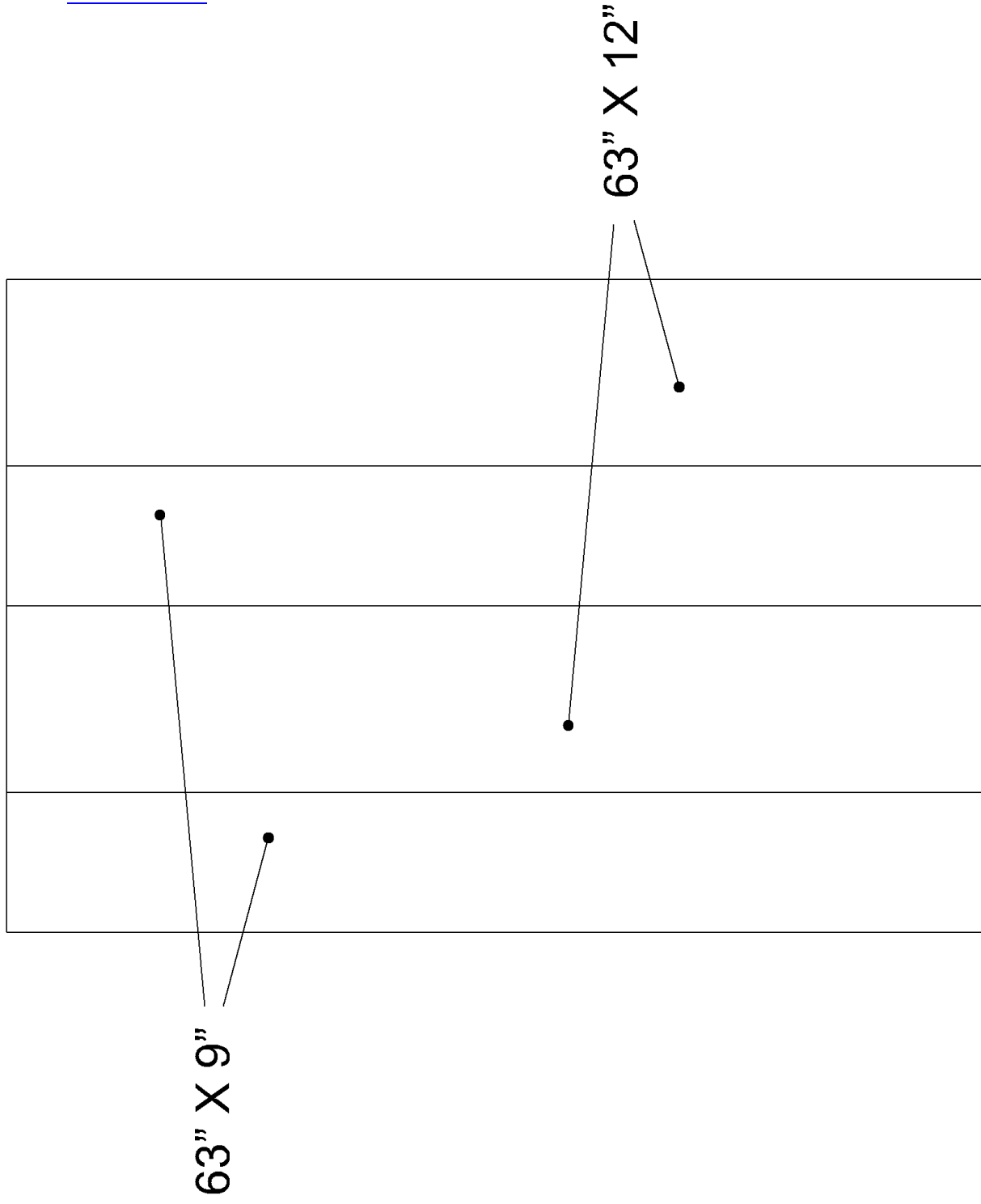
57" x 28.5"	57" x 44.5"	57" x 28.5"	57" x 44.5"
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Note: When designing utility box artwork, the best type of image would be something that can stand on its own on each side but wrap around all four sides to make a complete image all around. The illustration shows all four sides of the utility box laid out flat.

4. Front of Civic Auditorium San Carlos & Market Sts: 57" h x 28.5"w x 44.5" d

San Jose Downtown Foundation Utility Box Artwork Dimensions

[PDF to Word](#)



Note: When designing utility box artwork, the best type of image would be something that can stand on its own on each side but wrap around all four sides to make a complete image all around. The illustration shows all four sides of the utility box laid out flat.

5. SW corner of Market & Post streets: 63" h X 9" w X 12" d