



**WALS**  
WALL ART LEARNING SERIES

In Partnership with:

scarborough  
**arts**

# Utility Box Murals

Thursday March 23<sup>rd</sup>, 2017 6:00 pm – 8:30 pm

## Panelists:

Lillie Zendel - StreetARToronto, Outside the Box

Michael Cavanaugh - Bell Box Mural Project

Robin Hesse – Utility Box Spec's and Community Engagement

Margaret Cresswell – Designing and Painting Tips for Utility Boxes

## Outside The Box Information Session

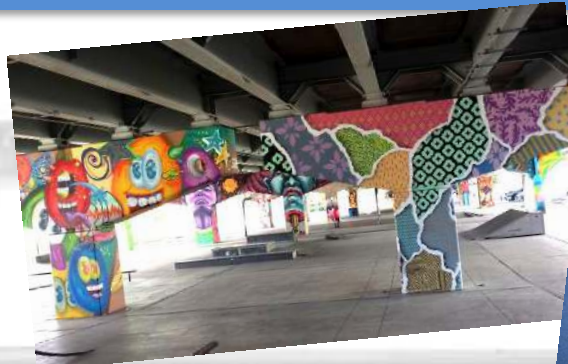




# ABOUT StART

## **StreetARToronto (StART) is:**

- An innovative, public-private partnership designed to develop, support, promote and increase awareness of street art and its role in adding beauty and character to neighbourhoods throughout the city
- An integral part of the City's Graffiti Management Plan



# WHY STREET ART?

## Street art:

- Creates beautiful, walkable and safe streets
- Revitalizes neighbourhoods and brings communities together
- Becomes a local focal point and symbols of community pride
- Instills an instant sense of belonging for residents or visitors

**Street art inspires!**





## TORONTO: A PLACE TO LIVE, WORK, PLAY



**How does that translate into the urban canvas?**

# THE PROBLEM





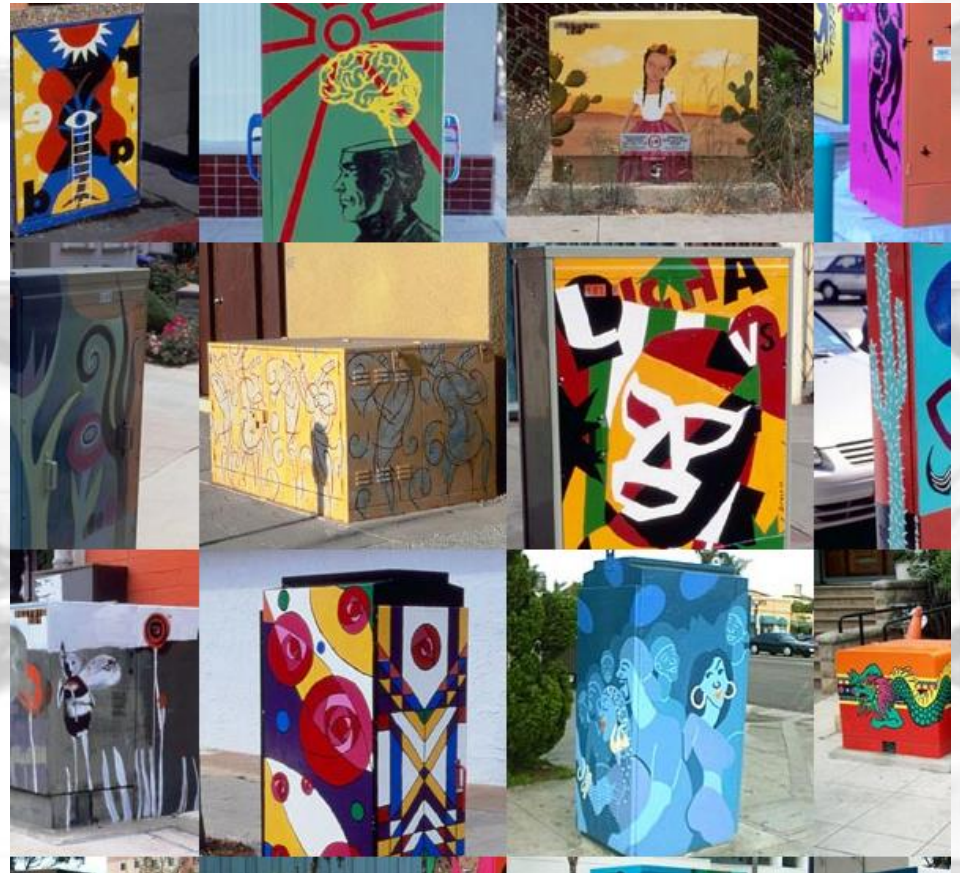
## THE CHALLENGE

- More than 2200 cabinets across Toronto
- Located at every signalized intersection
- Reduce enormous cost of keeping them clean and free of tagging and stickers
- Implement the Graffiti Management Plan which is focused on making streets a more welcoming visual landscape

## BEST PRACTICES – SAN DIEGO



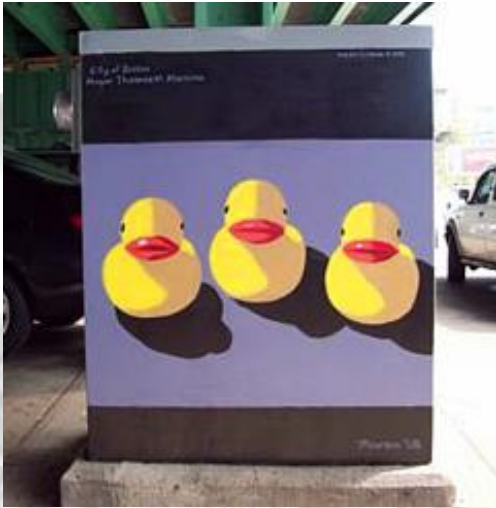
“iMonument” public art project launched by iMatrix to paint faces of innovators in the Internet and technology industry.



Urban Art Trail – a community beautification project designed to bring the community together by beautifying utility boxes, murals, sidewalk poetry, mosaics, birdhouses, and benches.



## BEST PRACTICES – BOSTON



### Boston Art Commission:

*PaintBox* aims to highlight local artists within their community and, in doing so, brighten up the streets and deter the vandalization of utility boxes.



## BEST PRACTICES – SAN FRANCISCO



Transforming What Corners Could Be.  
Taking a utopian look at street corners.



# HAMILTON, ONTARIO



Creating a brand wrap.

# OUTSIDE THE BOX

- Launched in 2013, with the aim of beautifying traffic signal boxes, preventing graffiti vandalism and providing opportunities for artwork to contribute to the vitality and attractiveness of the streetscape.
- Celebrates community, culture and creativity through a variety of artistic interventions and works seamlessly into the surroundings.
- To date, 188 boxes have been hand-painted and 75 wrapped across the city.



WRAPPED



# OUTSIDE THE BOX - WRAP



**Gary Taxali**

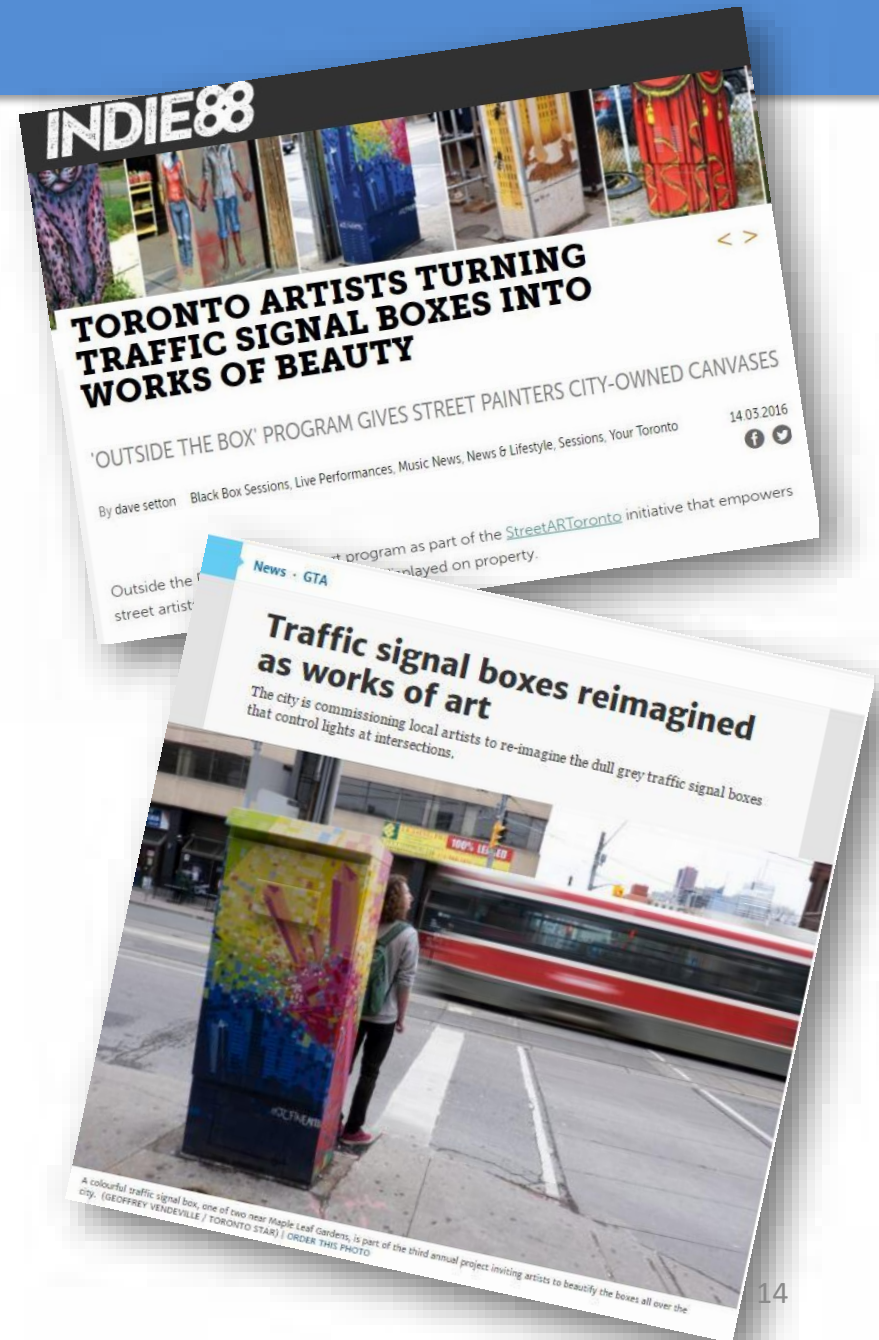


**Moira McElhinney**

# THE WORLD HAS TAKEN NOTICE

## In 2016:

- *The Life-Sized City* is a ground-breaking documentary series that explores the anatomy and vibrancy of the modern city, highlighting pockets of life-sized goodness in cities around the world.
- *Expo Naute* (publication popular in France, Belgium, Switzerland and Luxembourg)
- Indie88 radio website
- *The Toronto Star*
- *Metro Morning*





# OUTSIDE THE BOX APPLICATION OVERVIEW

**Deadline: April 24, 2017, 4:30pm**

- Artist applicants must reside in Toronto
- Traffic signal cabinet dimensions and design template provided by StART
- Maximum 2 designs per application
- \$650 honorarium per box and maximum of 1 box per artist
- Artists must complete boxes within assigned timelines
- Final project must reflect jury selected design



OUTSIDE THE BOX 2016  
**TRAFFIC SIGNAL BOXES OF TORONTO**

Transportation Services, City of Toronto. For more information on locations and artists visit [toronto.ca/streetart/outsidebox](http://toronto.ca/streetart/outsidebox)

# PREPARING YOUR APPLICATION

## You must submit the following materials:

- Application Form (available early spring 2017)
- Template with design proposal(s)
- Your current artist CV or résumé
- Four (4) images of your past work

**Details at:**

[www.Toronto.ca/streetart/outsidethebox](http://www.Toronto.ca/streetart/outsidethebox)



*In progress...*



### Your Experience and Interest

Please describe your background and relevant past experience (in maximum 200 words):

Please provide an explanation of your interest in this opportunity (in maximum 200 words):

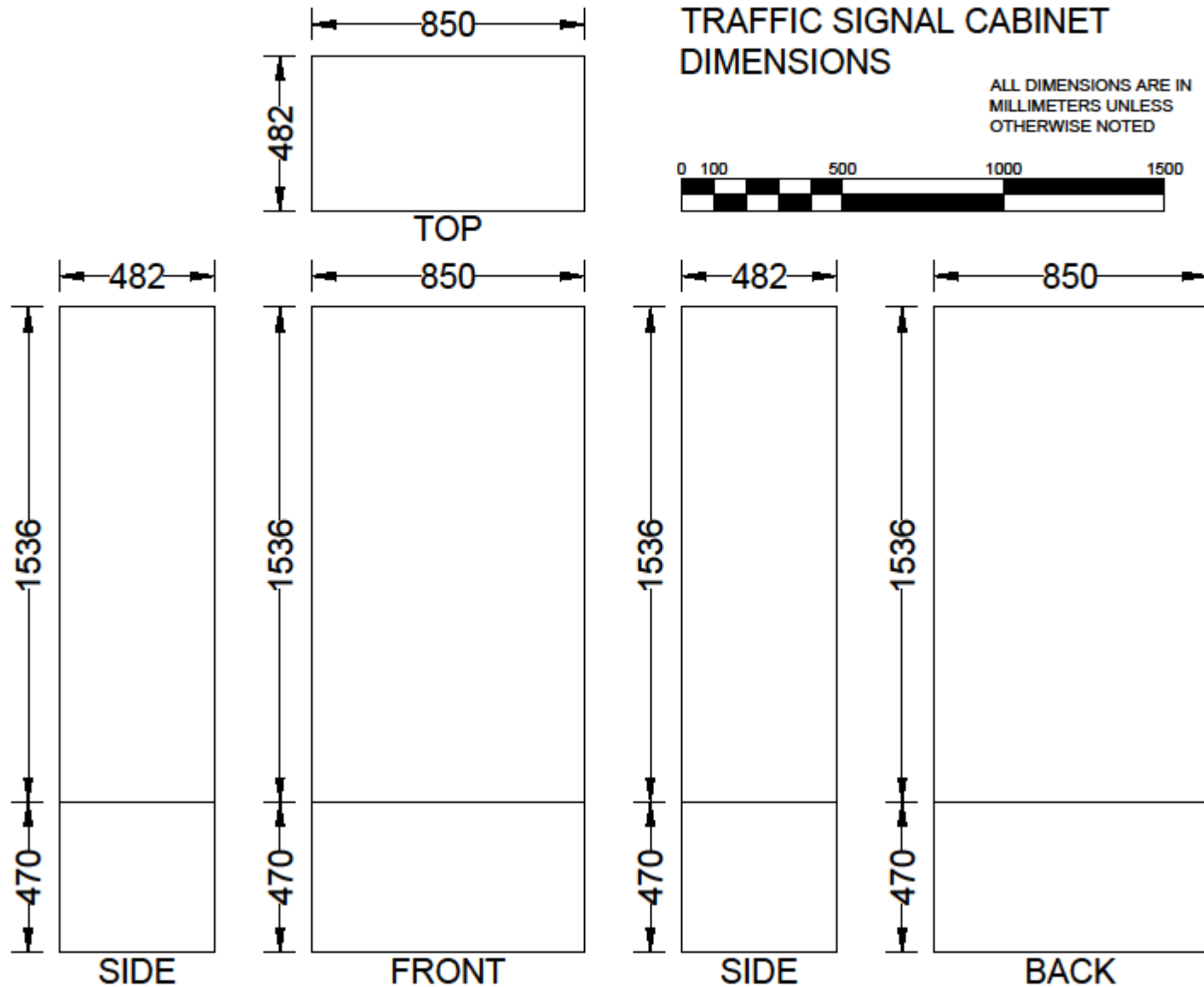
### Your Proposed Design

Please remember to provide your design proposal on the template available.

If there is a specific traffic signal box or boxes that you would like to paint, from the list of 2017 locations (TBA), please list the location(s) below. NOTE: You are not required to specify a location. Further, artists may not be assigned their preferred box location and the list of boxes may change at any time.

Please provide an artist statement briefly explaining your design(s), and how this contributes to a sense of identity in the local community (maximum 200 words per each design):

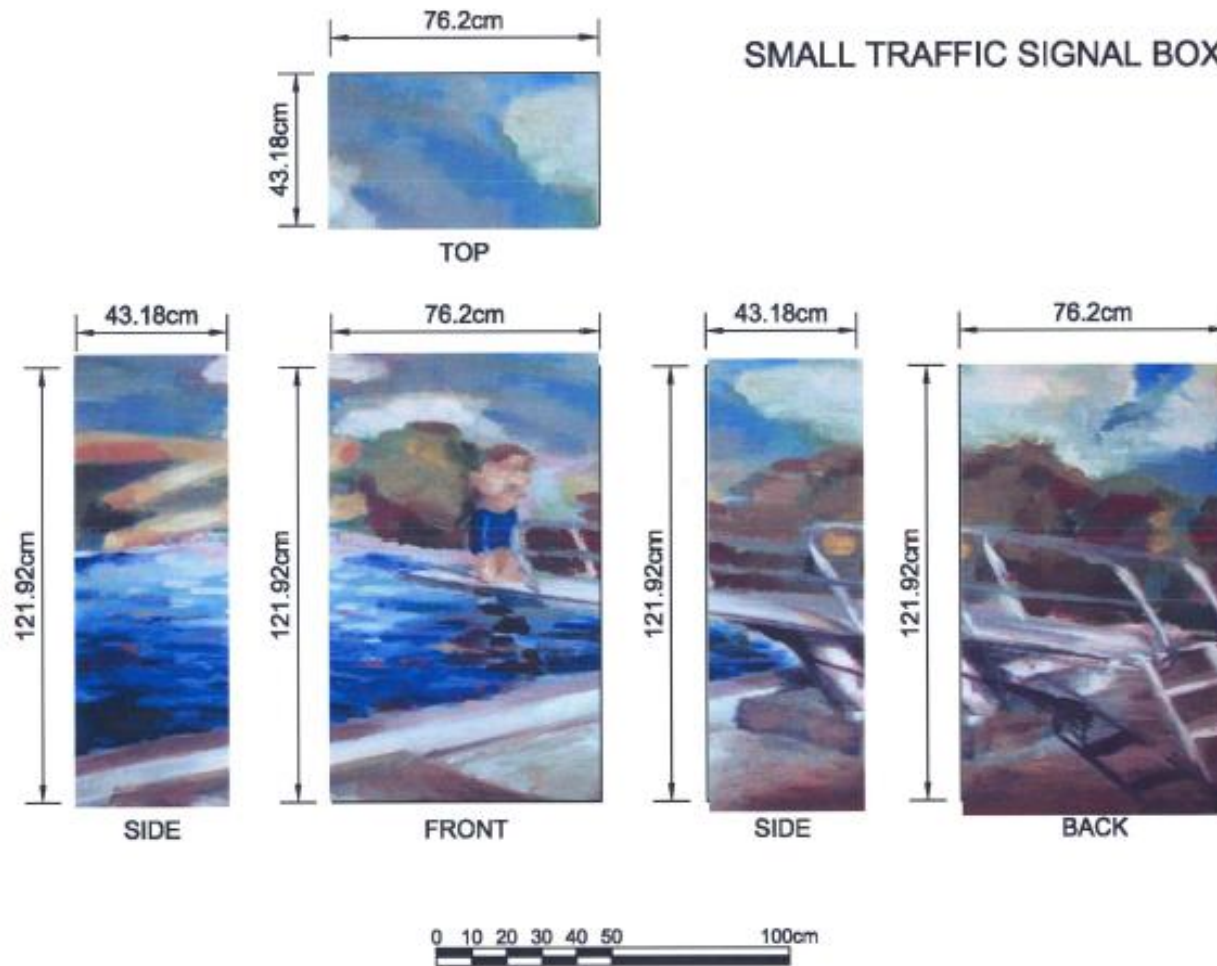
# DESIGN CONCEPT





# DESIGN CONCEPT – EXAMPLE

COLIN TURNER BLOOM



# DESIGN CONSIDERATIONS

- Successful proposals are typically those that not only beautify the public realm but also help to combat graffiti vandalism.
- Examples:
  - minimal blank/white space
  - without human faces
  - without designs that look like 'tags'
  - clever designs that make use of as much box space as possible.





# DESIGN CONSIDERATIONS



# OUTSIDE THE BOX SUMMARY

- **Program Type:** Call to artists
- **Who can apply:** Artists living in GTA
- **Deadline(s):** April 24, 2017





# TORONTO - THINK “OUTSIDE THE BOX”



We think of successful cities as makers of beauty but it takes the ingenuity of people to bring art to our streets





# StART

StreetARToronto

An initiative of the City of Toronto, Transportation Services Division



## General Questions:

[streetart@toronto.ca](mailto:streetart@toronto.ca)  
[graffiti@toronto.ca](mailto:graffiti@toronto.ca)

## Websites:

[www.toronto.ca/streetart](http://www.toronto.ca/streetart)  
[www.toronto.ca/startsupport](http://www.toronto.ca/startsupport)

## Social Media:

[www.facebook.com/StreetARToronto](https://www.facebook.com/StreetARToronto)  
[www.Twitter.com/StART\\_Toronto](https://www.Twitter.com/StART_Toronto)  
[https://www.instagram.com/start\\_streetarttoronto/](https://www.instagram.com/start_streetarttoronto/)





# BELL BOX MURALS PROJECT

## OVERVIEW



The Bell Boxes Murals Project is an independent community-engaged art program based in the St James Town neighbourhood of Toronto.

- Replaces graffiti and vandalism with original works of art
- Makes the streets more inviting to residents and visitors
- Enhances residents' sense of community
- Art is accessible to all people, regardless of income, language or social stature
- Creates a public art channel to reflect local culture and heritage
- Provides income and opportunities for local artists

# BELL BOX MURALS PROJECT

## COMMUNITIES



Since 2009 artists from the Bell Boxes Murals Project have painted 172 murals on Bell Canada outdoor utility boxes in 23 communities

Toronto: Ward 10 York Centre; Ward 1 Etobicoke North; Ward 36 Scarborough Southwest ; Malvern; Albion Islington - Rexdale; Yorkville; Cabbagetown; Church / Wellesley; Danforth East; Regent Park; St James Town

Towns of Whitby, Harrow & Essex in Ontario and Gatineau, Quebec

2017: Parkdale; Liberty Village; Toronto East (Cultural Hotspot); Richmond Hill; Town of LaSalle



# BELL BOX MURALS PROJECT

## PROJECTS



- Usually done in eight box projects at the request of community partners.
- Each artist is paid \$500.00
- Each artist is also supplied with a litre each of donated red, yellow, blue, black and white outdoor latex paint and metal primer
- Bell Canada is responsible for mural maintenance.
- Powerful testament to the graffiti-prevention capability of the Bell box murals, considering some have been up since 2009.

# BELL BOX MURALS PROJECT

## LOCATIONS



- Bell Canada equipment boxes are free-standing metal infrastructure averaging about 6' x 5'
- Community partners help identify Bell utility boxes in the neighbourhood
- Locations sent to Bell Canada Field Services for confirmation
- The week before mural painting Bell Canada Field Services cleans and prepare the boxes for painting
- As soon as the murals are finished Bell Canada Field Services covers them with a clear topcoat.



# BELL BOX MURALS PROJECT

## THEMES



- The theme for the murals project is identified by the community partners
- There may be an overall theme or separate themes for specific boxes, depending on the community need
- Often the theme is related to other existing community events, art or heritage programs

# BELL BOX MURALS PROJECT

## PAINTING PROCESS



- The Bell Box Murals Project usually obtains a donation of outdoor latex for each project by Benjamin Moore Paint
- Artists supply their own brushes and any other paint and supplies
- The day of painting we meet with community partners and the artists to distribute paint and review the instructions document
- Artists will have a few days to finish their murals, depending on the weather.
- Community partners often organize a tour to visit the various artists as they are working



# BELL BOX MURALS PROJECT

## CALL FOR SUBMISSIONS



- A call for submissions is prepared by the Bell Box Murals Project and community partners
- Posted on Facebook page
- [facebook/bellboxmurals](https://www.facebook.com/bellboxmurals)
- [bellboxmurals@gmail.com](mailto:bellboxmurals@gmail.com)

# BELL BOX MURALS PROJECT

## ARTIST SELECTION

Artists are chosen by community jury based on 4 criteria:

- Artists who live or work in or have another connection to the neighbourhood
- Artists have experience painting on outdoor surfaces
- A portfolio of past work
- Concept for their mural





# BELL BOX MURALS PROJECT

## APPLICATION



- name and contact information in the body of your email
- brief biography including experience painting on outdoor surfaces
- describe your connection to the community
- attach a sketch or concept of your proposed mural and samples of previous work
- **Please supply all images as RGB jpeg format, 72dpi, maximum size 500kb. Please ensure your last name is the first part of the image name, e.g. cavanaugh-city-image01.jpg**

# BELL BOX MURALS PROJECT

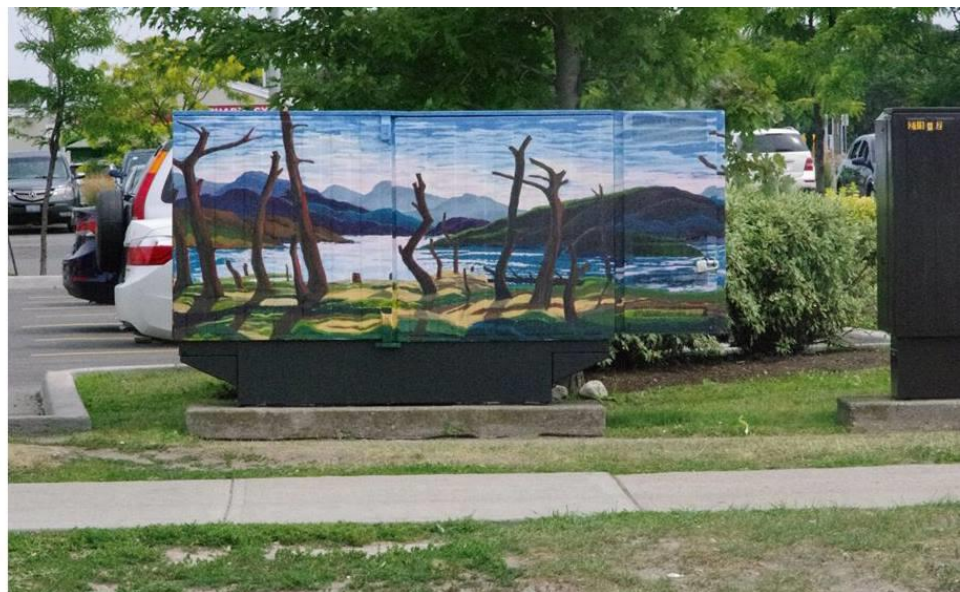


The execution of the Danforth Bell box mural project encouraged community engagement and ownership through the involvement of local artists and volunteers. And the final results have been immensely well-received - not only have we reduced graffiti but we have brightened up a stretch of the Danforth that has seen better days with real art that celebrates our area's history.

*Anita Schretlen*  
*Danforth East Community Association*



# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT



Autumn

Murals By Marg 2016



# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT



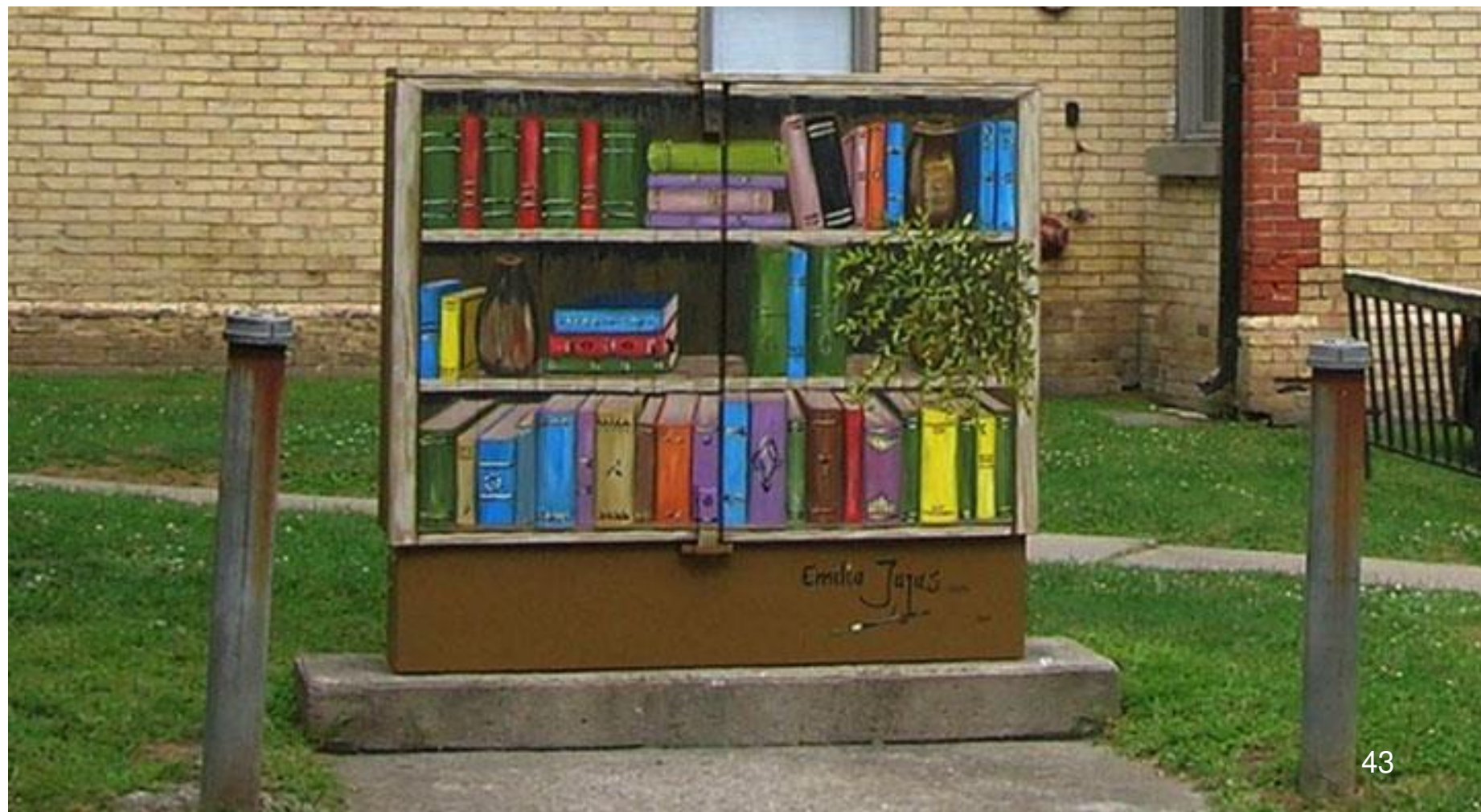


# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT





# BELL BOX MURALS PROJECT





A group of nine children, mostly of Hispanic and African American descent, are posing for a photo on a city sidewalk. They are arranged in two rows: seven standing in the back and two kneeling in the front. The child on the far left of the back row is a girl with long dark hair and a white headband, wearing a blue and white patterned tank top and white shorts. Next to her is a boy in a black t-shirt. The child in the center of the back row is a boy in a white t-shirt. To his right is a girl in a blue t-shirt, and then another girl in a grey t-shirt with 'FOAR' printed on it. On the far right of the back row is a girl in a white t-shirt and blue shorts. In the front row, a girl in a red t-shirt is kneeling on the left, and a boy in a blue baseball uniform is kneeling on the right. Behind them is a brown utility box with a colorful mural of a red and blue archway with a white bird-like figure at the top. The background shows a city street with a crosswalk, parked cars, and buildings under a clear sky. The text 'COMMUNITY ENGAGEMENT and Utility Box Murals' is overlaid in large, bold, yellow letters with a purple outline.

# COMMUNITY ENGAGEMENT and Utility Box Murals



JUKEBOX JAMMERS  
HONOURS THE CANADIAN  
ARMED FORCES WITH A  
SENTIMENTAL



## ***COMMUNITY ENGAGEMENT...***

is the process of working collaboratively with community groups to address issues or create projects that impact the well-being of those groups.



# Community Engagement creates:

- Sustainability (Empowerment)
- Pride In Community
- A Public Dialogue...
- Gives residents happiness...especially If their interest is acknowledged by the artist(s)



*These utility boxes are situated in two very different locations. Which site might offer a muralist the best circumstances to engage with community while they are working? (...hint...TRICK QUESTION!)*



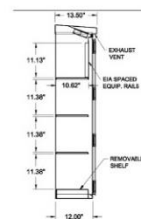




# YOUR LOCATION

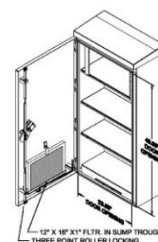
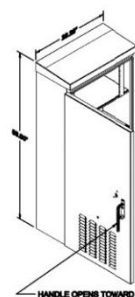
## DOORS, VENTS AND DRAWERS

### .... Getting to Know Utility Box Specifications



#### Basic Specifications

- Dimensions
  - 56 in. H x 26 in. W x 12 in. D
- Material
  - Aluminum 0.125 in.
- Ship Weight
  - 100 lbs
- Finish
  - Anodized, bare, painted, or anti-graffiti



HANDLE OPENS TOWARD HINGES.

Description	Height (H1) Standard Base	Height (H2) Extended Base	Width (W)	Depth (D)
600-Pair Cabinet	134 cm (52.5 in)	179 cm (70.5 in)	43 cm (16.75 in)	30 cm (11.75 in)
1200-Pair Cabinet	134 cm (52.5 in)	179 cm (70.5 in)	70 cm (27.75 in)	30 cm (11.75 in)
1800-Pair Cabinet	134 cm (52.5 in)	179 cm (70.5 in)	96 cm (37.75 in)	30 cm (11.75 in)
3000-Pair Cabinet	134 cm (52.5 in)	154 cm (60.5 in)	148 cm (58.0 in)	30 cm (11.75 in)



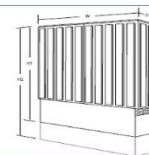
600-Pair Cabinet  
| Drawing ZA-1163



1200-Pair Cabinet  
| Drawing ZA-1164



1800-Pair Cabinet  
| Drawing ZA-1165



3000-Pair Cabinet  
| Drawing ZA-1166





# Congratulations!!

You are a successful  
candidate in a utility box  
mural project!



...What is the FIRST thing  
you should do?

Go *asap* and check out your utility box!

*Scope out the location....*

Have a good first look at your utility box.

Take with you:

- A notepad and pencil
- A tape measure
- A camera
- Your DESIGN TEMPLATE

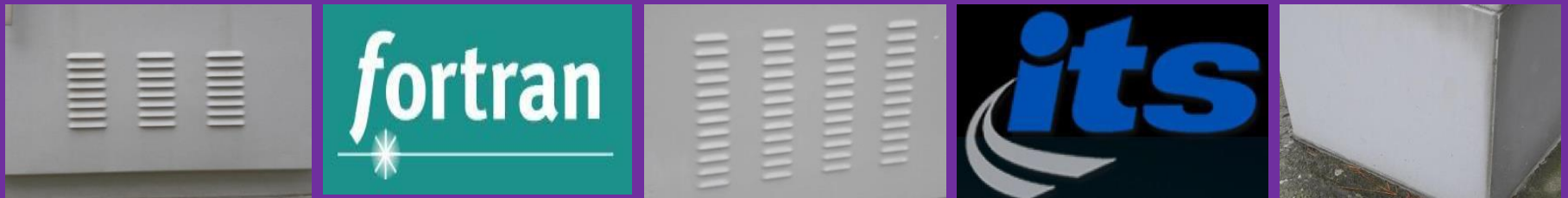


*Remember.. You are not just **working** here...**Get a feel for the neighbourhood!** You will **be a part of it** for the next week!*



# DOORS, VENTS AND DRAWERS

Utility boxes have many sizes and shapes..  
Cabinet design differs with each manufacturer.



- Measure your utility box and take some images before you start your project.
- Observe where the doors, vents and drawers are on the actual box
- Make any design adjustments on your template if you think it is necessary
- Try to keep your utility box mural as close to the submitted design as possible, but be adaptable...*in some cases, manufacturers' design specifications can be found online.*
- It is helpful for this type of project if you can execute the design by eye and use the template for a guide only, as you will save time.

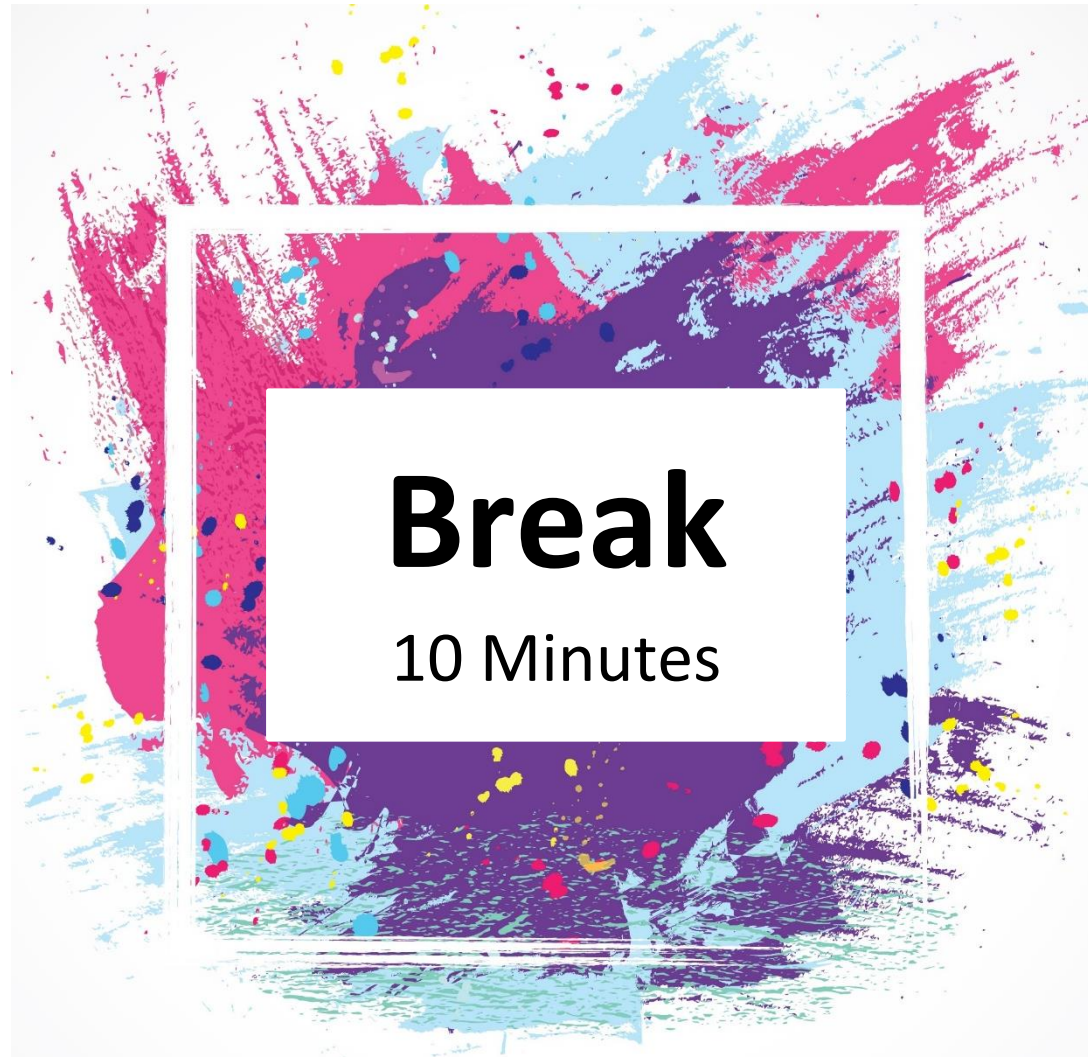
A photograph of a white, rectangular utility box situated on a concrete sidewalk. The box has a circular, light-colored access cover on its top surface. In the background, there is a grassy area, a black metal fence, and some buildings. The scene is brightly lit, suggesting daytime.

*Last but not least...*

*Remember that the primary function of the utility boxes is to help keep the community running smoothly through delivery of essential services.*

- *If a worker needs to service the box, always be cooperative.*
- *Don't paint inside vents or box openings or obstruct key holes.*
- *Never tamper with the box controls*













# Murals By Marg

customized murals & decorative painting





# Application

- Sign up for calls: [www.akimbo.ca](http://www.akimbo.ca) or [www.publicartist.org](http://www.publicartist.org)
- Follow on Social media: [www.facebook.com/bellboxmuralsproject](https://www.facebook.com/bellboxmuralsproject)
  - Read and understand the call –themes
    - Preparing your Bio – keep it short
    - Preparing your CV – keep it current
    - Preparing JPEG's – image requests
  - Preparing your Proposal – collage vs. sketches vs. photoshop
    - Be concise and precise!
    - Remember the deadline!



# Location Location Location

- Connection
  - Travel
  - How is the box situated?
- How can I work at this location?
- Special considerations for working on your box



Leaside



North York



Brickworks





# Theme:

## Street art vs. fine art

- Trompe L'oeil murals
- Landscape painting

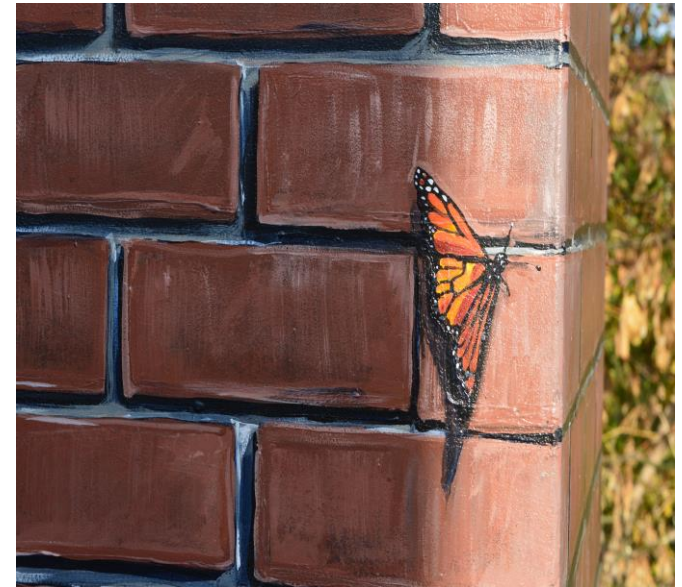


# Design Proposal



I would paint trompe l'oeil drapery on the box as homage to the classic painting technique but also to evoke from the viewer a discussion around traditional art practices in relation to today's "street art" and its acceptance as art.

By painting a trompe l'oeil of a brick wall outside the brickworks it will evoke from the viewer not only the literal translation of location but also pay homage to the traditional practice of trompe l'oeil painting. I would hope this would involve the viewer and the community in a discussion of history and art and its place in today's art scene with in public space. And would the presence of a hand painted trompe l'oeil brick wall discourage graffiti art or encourage it. This would also encourage the viewer into the discussion of art and street art and its ability to exist within public spaces.



# Design Proposal



I love the idea of painting one of my red Theater curtain inspired murals on the Bell box at 95 Faywood Blvd. next to the school. My trompe l'oeil drapery murals conveys not only a direct link to visual, musical and theatrical arts but also juxtaposes the idea of classical painting/training and the acceptance of street art as art. Also I will be adding touches for the passerby to notice too -- including trompe l'oeil butterflies. Although I do feel that my trompe l'oeil drapery can work at any of the box locations.

Millwood Road and McRae Drive ---Ribbons -- I would like to further expand upon my homage to the classic painting technique and its influence on street art with in the community. I would paint the box in trompe l'oeil style of a box wrapped in pink ribbon as an homage to the classic painting technique and method of study. Because of the tragedy that occurred at this intersection I would like to create a lasting memorial to the little girl, Georgia Walsh. After the tragedy, the community tied pink ribbons around mailboxes, trees, lamp posts and there are still some ribbons up today. This image could work in any community as the message for drivers to slow down and pay attention is universal in all neighbourhoods.



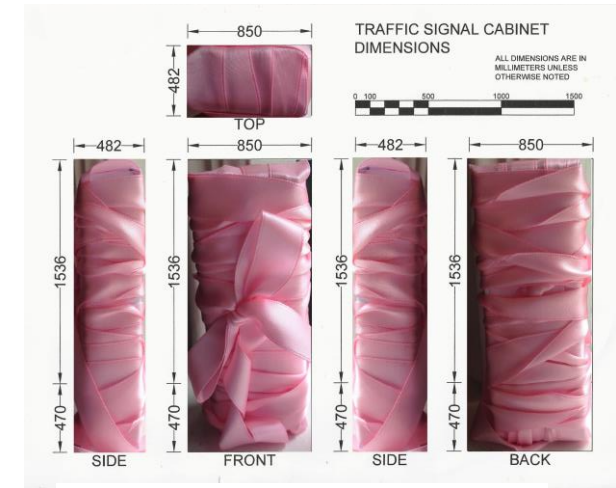
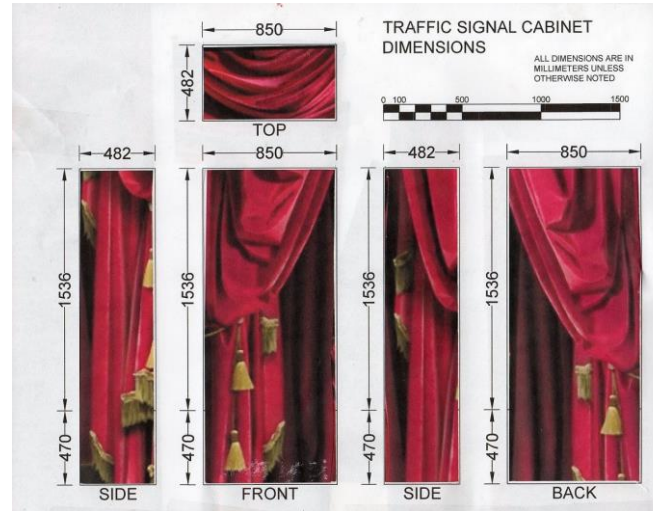


# Designing and Working in 3D



# Maquette

French word for scale model, is a small scale model or rough draft of an unfinished sculpture



Proposal for Bell Box Murals 2015 by Margaret Cresswell



sides of Bell Box 2015

Bell Box Mural Project – North York  
Proposal by : Murals By Marg – Margaret Cresswell  
750 Wilson Heights Blvd (201-2)



front of Bell Box



back of Bell Box

Birch cliff Bell Box Murals Proposal  
Paper Birches in Autumn  
Murals By Marg -- Margaret Cresswell



Front of Box



Back of Box



# Materials

- Primer & Paint: outdoor grade, commercial or artist, flat or low sheen
- Medium & bottled water
- Brushes, rollers, trays, paper towel/rags, tarp, tape, wet paint tape, ladder, bucket, containers or plates
- Safety vest & vest
- Business cards, permit or permission paperwork
- WET PAINT signs







# Weather Conditions

-Too hot   -Too cold   -Too wet



May 15 – September 15





# Painting Process

- Prep
- Prime
- Paint
- Protect







- Be aware of your surroundings
- Be aware of your belongings
- Optimal Time of Day – apply paint in the shade not direct sunlight
  - Traffic & Pedestrians
  - Outside the Box Hours





# When things go wrong.....

- Alligatoring
- Peeling
- Blistering
- Chalking

- Don't Panic!
- Ask for help
- Google is your friend
- There is always an answer!







# Public Opinion & Interpretation





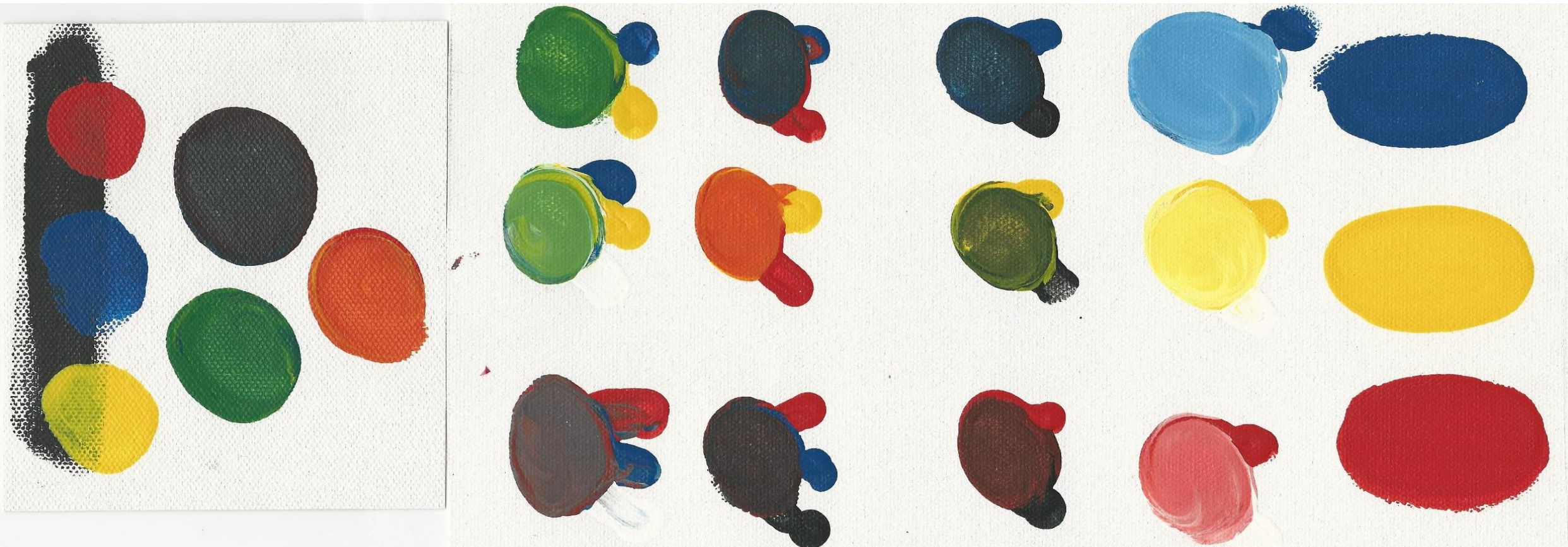
# Documentation & Social Media



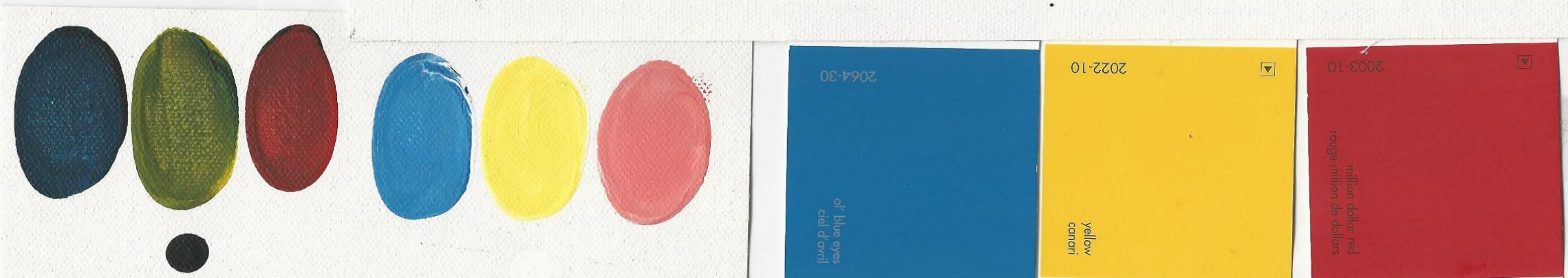
- Take process photos everyday
- Post photos on Social Media sites
- Interact and share others updates
  - Tag locations and people







Benjamin Moore Primary colours for exterior use – secondary colours – primary mixed with black and white





# Questions??



## Special thanks to:



# Aura®



