

Memorandum

To: Art Review Board
From: Niall Connolly, Principal Planner
Date: February 3, 2023
Re: **Art is Electric Project - Selection of Successful Entries**

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The Art is Electric Project seeks to enhance the beauty, vibrancy, and cultural uniqueness of Springdale by covering seven electrical utility boxes in high-visibility areas along SR-9, with original artwork. Examples of similar projects in other towns are provided below:



During July 2022, the Town issued an invitation to artists in the community to enter their original artwork for consideration. The designs were to be inspired by the theme “What I Love About Springdale”. We received 18 submissions in total, and they are reproduced in the attached compilation document.

The Art Review Board is requested to review the entries and make a recommendation to the Town Council to select the top entries. These will be wrapped on electrical boxes around Springdale.



The selection criteria are as follows:

- How does the design fit the theme “what I love about Springdale”?
- Creativity and originality of the depicted theme.
- Quality of artistic composition and overall design based on the theme.
- Does the artwork give you a good feeling about our community? What is the effect of the artwork in general and as a whole?
- Overall impression of the art. Does the artwork make you want to take a closer look? Will the design fit on a box?
- Does something strike you about the artwork? (extra 5 points max.)

Staff recommends that Board members individually take time in advance of the meeting to review the entries and select the best seven, in their opinion. Then come prepared to the meeting to discuss and determine as a group the winning entries.

The Town Council has approved funding to wrap a total of seven boxes. The Town Council will make the ultimate decision on which entries are selected, based on the Art Review Board’s recommendation.

If it chooses, the Board may wish to select ‘runners up’, and request additional funding from the Town Council so that more of the artwork can be displayed on additional boxes. However, at this point in time, funding has only been approved for seven boxes, and further funding is not guaranteed.