

Art for Dumpsters

Overview:

Waste is a part of our everyday lives. Trash and recycling containers are frequently hidden in alleys, behind screens or in basements of buildings, only seen when materials are placed in the containers or being serviced by the truck. Waste is considered unsightly by the general public and we usually want to minimize the presence of the dumpsters in public spaces. Usually, the dumpsters are painted to blend in so they don't attract attention.

The Art for Dumpsters project aims to bring art to public spaces by taking mundane recycle containers and providing a new canvas for expression. Through art, recycling dumpsters can be used in a way that shines light on the message of environmental stewardship and encourages dialogue on the topic. This project will also allow artists to showcase their artwork on an unusual canvas and in a high profile area. Aside from the art created in this project, the revamped recycling dumpsters will make the surrounding neighborhood more aware of recycling and engage people in recycling at the site.

The day of the event to create Art for Dumpsters will be family-friendly with food trucks, music and interactive environmental education. Visitors will also be able to see the artists in action. We plan to use this event as a platform to communicate with our community through social media (e.g. @dallaszerowaste, Dallas Zero Waste Facebook page and Instagram).

Project Goals:

- Provide a creative message about recycling and how it effects the environment.
- Increase awareness of the City's Recycling Drop-Off Sites.
- Provide a recycle container(s) with artwork that reflects the community and culture of Dallas.



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- Allow artists from the DFW metroplex and the Dallas Independent School District to exhibit their work on an unusual canvas in a highly visible area.
- Create a family-friendly event that communicates positive environmental messages through local art.
- Increase traffic to the Zero Waste social media platforms by live tweeting, live posting, and encouraging people to use specific hashtags for the event.
- Increase the number of visitors to the Deep Ellum Community with a family-friendly event during the Deep Ellum Arts Festival weekend.
- Exhibit the finished recycling dumpsters at Earth Day Texas with a synopsis of the artist, the message, location of the event, and future neighborhood where the containers will be located.
- Each container with the original artwork will be signed by the artist. The five finalists will have their artwork duplicated (via wrap) on two containers. Fifteen containers in total will be wrapped and set in neighborhoods throughout Dallas. One recycling collection truck will be wrapped with the winning art work.

Timeline:

March 2nd:	Issue Call for Artists
March 8th:	Judges panel constructed
March 22nd:	Submissions for Art Work Due by MIDNIGHT
March 25th:	Selection and Announcement of the 5 finalists
April 2, 2016:	Each of the Top Five artists recreates their artwork on the dumpsters at the Deep Ellum Artist Festival between 7am and 5pm. Presentation of the awards to the winning artists at the end of the event.
April 22, 2016:	Display containers at Earth Day Texas
May 2016:	Wrap additional containers and one recycling truck
June 2016:	Set containers throughout Dallas and include photo ops
June 2016:	Media releases on containers and truck



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Where:

Deep Ellum Arts Festival

April 2, 2016

Containers with original artwork and wraps will be placed in various City of Dallas neighborhoods that are welcomed by the community.

Who:

The Call for Artists will be sent to various social media sites that are frequented by artists and the “green community”. Other outlets may include the City’s Public Information Office, the City’s Office of Environmental Quality, WRR, Dallas Independent School District, local colleges, and local galleries. We want to encourage emerging artists from the Dallas area to participate.

Criteria for Art Work:

The artwork must reflect a message that communicates the benefits of recycling, encourages being environmentally friendly and incorporates Dallas into the theme. Artists MUST be available to paint the dumpsters at the Deep Ellum Arts Festival on April 2nd 2016. Painting must be done between the hours of 7am and 5pm. The recycle containers are 6 cubic yards in size and will be painted with a rust resistant gray primer before the event. We encourage artists to enter as a solo artist or as a team. A maximum of five people per team. Teams larger than five people will be disqualified.

Judging will be based on the following criteria and weighted as follows:

Overall Creativity	35%	35pts
Communicates Recycling/Environmental Message	50%	50pts
Communicates Dallas Theme	15%	15pts
Total	100%	100pts



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Judging and Selection Panel to Pick Artists to Participate:

All artwork is to be submitted electronically and will be judged by a panel. There will be two rounds of judging.

- The first round will be for all electronically submitted artwork that will be narrowed down into a short list of artists. A total of six artists will be selected. The sixth artist selected will be a backup artist in the event that one of the selected Top Five artists cannot attend the Deep Ellum Arts Festival.
- The second round of judging for Best in Show will take place on April 2, 2016 at the Deep Ellum Art Festival at 6:00PM.

Deep Ellum Arts Festival judges may include:

- Sanitation Services Director
- City Councilmembers
- Cultural Affairs Commission
- Dallas Morning News
- Dallas Observer
- WFAA Arts Department
- DISD

Awards:

Five artists will be selected to recreate their artwork at the Deep Ellum Arts Festival on April 2, 2016. All winning artists will sign their artwork on the containers and some of the artwork will be replicated on 10 additional recycling drop-off containers and 1 City of Dallas collections truck.

Artists will receive checks at the Deep Ellum Arts Festival. You must be present at the awards ceremony to receive the check or you will forfeit the payment. Teams must designate one person as the check recipient.

Artists must allow the City of Dallas to use and reproduce the artwork for a period of 5 years.

