



LEADERSHIP  
RIVERSIDE

GREATER RIVERSIDE CHAMBERS OF COMMERCE

# Riverside Box Art Pilot Project

Leadership Riverside, Class of 2015  
Presentation to City Council  
July 28, 2015



# What does Box Art look like?





# What's our project about?

## Reflects Riverside history

- ▶ Riverside Box Art, our project, will enable several of our utility boxes in the downtown area to be “wrapped” with digital designs reflecting our singular history:
  - ▶ our citrus heritage;
  - ▶ our history of social justice exemplified in the preserving of the Harada House;
  - ▶ our military history remembered in Camp Anza;
  - ▶ the Gage Canal and
  - ▶ Riverside's thriving business and educational interests.

## Another reason to visit beautiful downtown Riverside

- ▶ We envision a walking tour available for teachers, students, visitors and residents.
- ▶ Sponsors have committed to this project and the designer and wrapper have been chosen.
- ▶ Our goal is to have a kick off in November of 2015—just in time for the Festival of Lights.



Select transformers in Riverside's downtown area - all within - walking distance of one another will be "wrapped" with historical material from the downtown public library's archives.

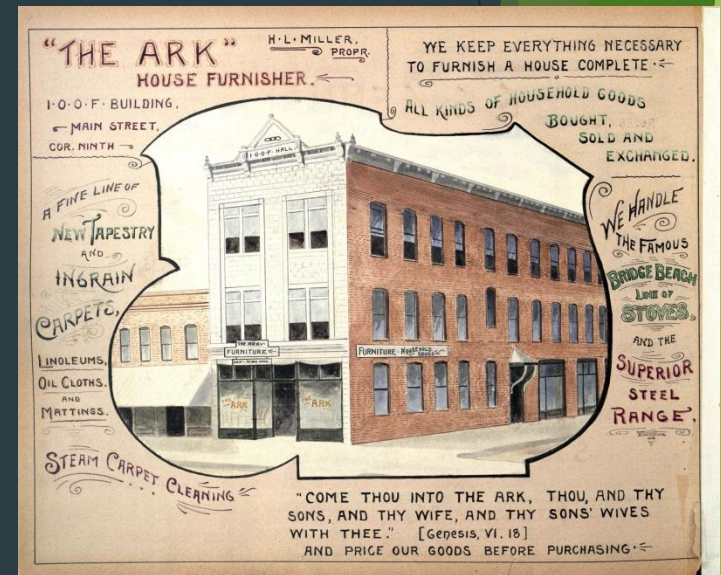
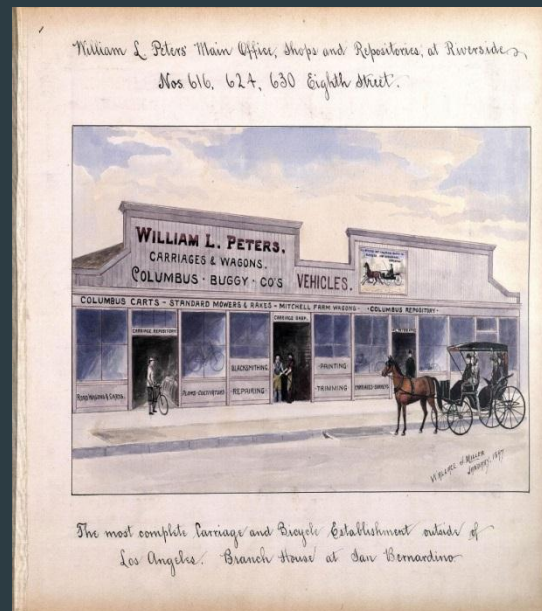


### Successes

- ▶ Alameda
- ▶ Burbank
- ▶ Glendale
- ▶ San Francisco
- ▶ Long Beach
- ▶ San Luis Obispo
- ▶ Emeryville
- ▶ Austin
- ▶ Kaohsiung, Taiwan
- ▶ Missoula
- ▶ Loveland, CO

# What art goes on Riverside Box Art?

- ▶ Will educate the public about Riverside's unique places, people, and past
- ▶ Here are potential samples from the Wallace J Miller Collection







WHOLESALE AND RETAIL DEALERS  
IN  
**FRESH AND DRIED FRUITS,**  
**VEGETABLES, ETC.**  
CONSIGNMENTS SOLICITED

W.J. Miller Del.  
#897

662 Seventh St.  
Next door to Wells-Fargo's Express.

Telephone Main 14.





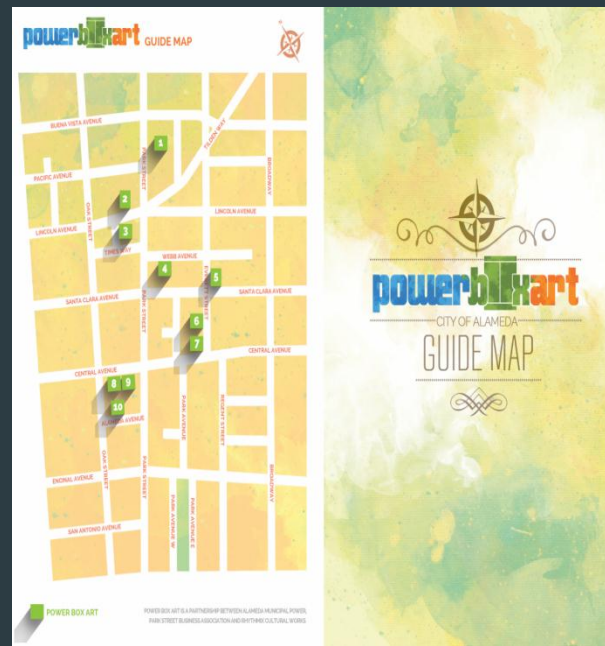
# Creation of Manual

- ▶ For future projects, we are creating a manual to give to RPU that details the “who, what, where, when, and why” of our project.
- ▶ Will include flowchart with step-by-step instructions, criteria, forms, documents, marketing materials, templates from other cities
- ▶ This will empower future groups who are interested in taking on a project like this.



# How we are doing this

- ▶ Sponsors
  - ▶ This will fund the wrapping of the transformer boxes
- ▶ 3 year exhibit
  - ▶ We will oversee the wrap installation for three years. Wraps will then be removed.
- ▶ Vinyl lamination protects art from tagging!
  - ▶ Tags can be removed with light solvents, and it won't hurt the print
  - ▶ If something does need to be fixed or re-printed we keep it all on file and can print just the panels needed, it wouldn't have to be the whole thing.
- ▶ Each wrap will have both a URL and QR Code which leads to Web Page containing:
  - ▶ Sponsor Logos
  - ▶ Historical information from the downtown library archive
- ▶ Each wrap will have a small map showing where the other locations of Box Art are located



## leadership.

### About Riverside Box Art

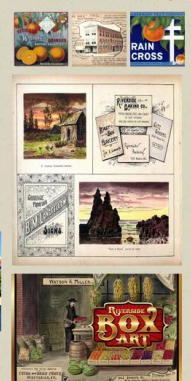
Become a sponsor today! [Learn More.](#)

Art and history come together as several utility boxes in the downtown area are "wrapped" with art reproductions from the early years reflecting our singular history. Themes include our citrus heritage, social justice exemplified in the preserving of the Harada House, military history remembered by Camp Anza, the Cage Canal, and Riverside's thriving business and educational interests. All art work is derived from the Library's archives. Sponsored by a local business, each box displays a digital code referring the viewer back to our website detailing the background of the historical images represented on each box. Each box displays a small map showing the location of the other box's in the area. An online map enables virtual and actual walking tours. The exhibit is planned to be unveiled in November 2015—just in time for the Festival of Lights. An inventive addition to this project is the creation of a "how-to manual" for others who may be interested in creating similar thematic box art in Riverside. This project will serve as a 3-year pilot to pave the way for beautiful public art throughout Riverside, enhancing a lasting and attractive sense of place.

Here are some box art samples from other cities:



Potential art samples from the Wallace J. Miller Collection and Citrus Label Collection contained in the Riverside Public Library Local History Collection:





# Locations





# Our Timeline

## Completed

### April 15

- Kickoff

### May 30 - Committee work

- Budget solidified; Sponsorship letter drafted; Graphic artist guidelines created; Team selects 7 transformers location; Create brand image and marketing material; Graphic artist selected

### June 4

- Information Presentation to RPU Board

### July 10

- RPU Board Approval

## Upcoming

### July-August

- Update City Council
- Artwork approved by City Manager's office

### July-September

- Work with Festival of Lights to incorporate into marketing materials

### September 30

- Deadline for final artwork
- How-to book completed

### October

- Update to City Council and Board

### November 22

- Install and unveil before Festival of Lights