

Metamorphosis

MARCO ISLAND UTILITY BOXES WITH CREATIVE WRAPS

Marco Island Beautification Committee
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committee member



Objective

These utility boxes, which are necessary for the electrical equipment that keep traffic moving, can serve as canvases for stimulating artwork which would be contributing to the character of Marco Island. There is a scant presence of visual art throughout our city. These wraps would be a way of filling this void.

Viewing art induces a feel-good sensation, encourages creative thinking, and increases both empathy and tolerance.

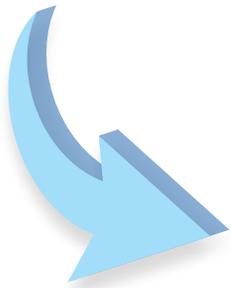
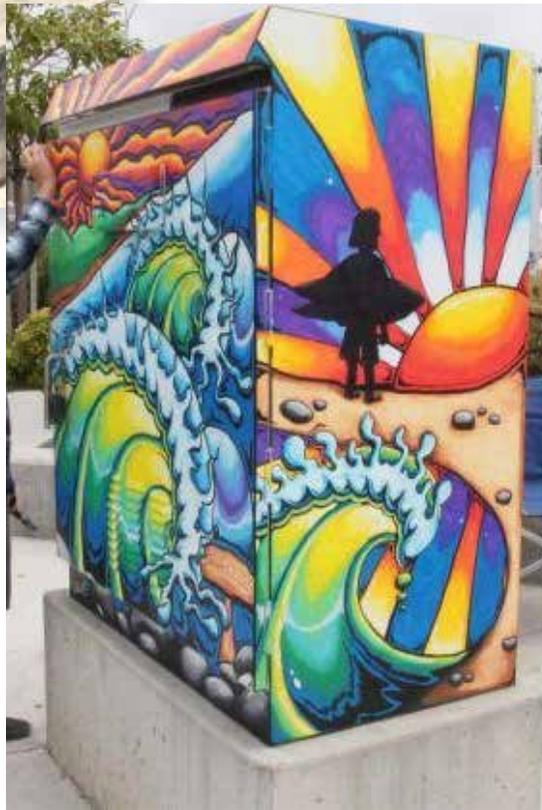
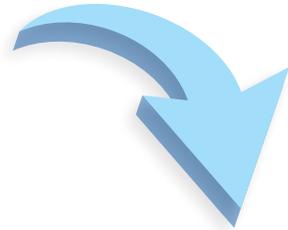
We can transform the mundane, lifeless metal boxes into fun, uplifting, thought provoking pieces of artwork.



Product

The material used to wrap the utility box is an Envirotex 3M high performance, removable 2 mil cast vinyl film. They are printed with a solvent-based, exterior grade UV resistant ink. Laminated with a high gloss vinyl material for additional protection against solvents, salt, sand, abrasion and washing, and to add to the protective UV coat to protect the print. The material conforms to compound curves, corrugations and rivets. It is made with a polyethylene coated paper liner.

The utility box wrap would be a similar material and method of installation as a vehicle wrap. All prints are backed with a 3M 5 year warranty.



Pricing

The cost of the utility box wraps range from approximately **\$450 - \$640 per box**. This price includes installation by a 3M certified installer.

The graphic design cost would be determined by the type of artwork that is selected. Designs purchased from stock art may be the less expensive option. Artwork generated by an artist or a photographer is often used to create fascinating unique wraps. Setup specs and a generic template file would be provided for a graphic designer or artist.

A stipend could be offered to an artist if their design is used. An additional fee may apply if permitting is required to install utility box wraps.



Creative Expression

These artistic statements could provide our community something to share with others, which can start a dialogue and bring people together. Art serves to enrich the physical, economic, social and cultural elements of a community.

- local wildlife
- botanical
- scenic
- historical
- points of interest
- perspective
- 3D
- abstract
- inspirational messages



Summary

- Many major metropolitan areas have already implemented this low cost, low maintenance beautification program.
- The addition of creative exhilarating art to our traffic light intersections would be an awe-inspiring way to brighten our magnificent city.
- Lets consider expanding the spectrum of our beautification palette to include the visual arts.