



CALL FOR ARTISTS

Beaches Foodland Mural (Toronto) 2019

Deadline: Friday March 8th, 2019 at 5:00pm EST

PROJECT SUMMARY

- Deadline: March 8th, 2019 at 5:00pm EST
- Project Timeline: April 1st - July 27th, 2019
- Wall Location: east-facing wall of Foodland, at 2040 Queen St E, Toronto
- Wall Size: approx. 2,000 sq. ft. (20 ft. high by 100 ft long)
- Artist(s) Budget: \$20,000.00 **plus HST, if applicable*
- Artist(s) duties: Participation in community consultation, creation of mural design, on site management and mural production
- Eligibility: All artists or artist teams legally able to work in Canada are eligible to apply

PROJECT DESCRIPTION

Mural Routes and Sobeys Inc. invite experienced mural artists or artist teams to submit an expression of interest to design and produce a mural on the east-facing wall on Foodland, at 2040 Queen St E, The Beaches, Toronto. The new mural will replace the badly deteriorating mural which was covered in 2018.

This project, sponsored by Sobey's Inc., includes a commitment to community consultation. Community consultation will include three forms: an Introduction to Mural Art program, an online survey, and a drop-in consultation event. Community consultation activities will be managed by arts service organization Mural Routes, with support from The Beach Village BIA. Project management and administration will be managed by Mural Routes.

The aim of the project is to produce a mural that reflects The Beaches community in relation to Sobeys' mission of "helping Canadians Eat better, feel better; do better".

SITE/ WALL DESCRIPTION

The site is the east-facing wall of Foodland, at 2040 Queen St E, Toronto. The wall size is approx. 2,000 sq. ft. (20 ft. high by 100 ft long). The wall has been newly covered in summer 2018 as textured concrete. See *images below*.



Wall site photo



Wall texture detail

ARTIST(S) ELIGIBILITY

All artists legally able to work in Canada are eligible to apply. Any artist or team of artists with experience in creating a two dimensional mural may submit a proposal in accordance with the guidelines provided below.

SELECTION CRITERIA:

The artist or artist team will be chosen from the applications by a jury composed of representatives from Sobey's Inc., Mural Routes, and The Beaches Village BIA. The artist or artist team will be notified of the selection by March 15th, 2019.

Successful applicants must demonstrate:

- They live, work, and/or have a history or connection to The Beaches neighbourhood.
- They have professional capacity to oversee the design, implementation and production of a mural project of this size.
- They have experience working on murals or public art projects rooted in local research, community consultation, and/or arts facilitation.

BUDGET

\$20,000.00 **plus HST, if applicable.*

The artist or artist team will be responsible for managing and allocating this budget amount to cover: artist fees, design fees, all materials and lift equipment, insurance, travel expenses, and time participating in community consultation activities. Expectations of specific deadlines and time commitments are listed in the project timeline below.

PROJECT TIMELINE

Date(s)	Project Phase
March 8 th	Deadline: Call to Artists
March 15 th	Selected artist or artist team will be notified
April 1 st - May 6 th	Selected artist or artist team to attend Introduction to Mural Art community program at The Beaches Library Monday evenings 5:30-8:30pm on April 1st, 8th, 15th, 29th, May 6th.
April 30 th	Artist or artist team design proposal to be submitted, based on community consultation feedback thus far
May 13 th	Artist or artist team to present design proposal at Community Consultation event, 5:30-8:30pm on May 13th at Beaches Library
May 27 th	Artist or artist team submits design for final approval
June 17 th - July 27 th	Mural Production
July 27 th	Artist or artist team to attend mural celebration and unveiling event

CONTACT: Tara Dorey, Program Director, Mural Routes

programs@muralroutes.ca (416) 698-7995

APPLICATION DETAILS

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DIRECTIONS

Interested artists and artist teams must e-mail Parts I to III of the application (the Proposal Information, Portfolio Images, and CV – details below), combined into one single PDF document, with the subject line ‘PROPOSAL - BEACHES FOODLAND MURAL’ to:

Tara Dorey, Program Director, programs@muralroutes.ca by the deadline.

PART I. Proposal Information

Include the following:

- Name(s), AKA (artist pseudonym or collective name)
- Contact information: Address, Phone, and E-mail
- Website (if applicable)
- Social media links (if applicable)
- A short artist statement (100 words max.)
- A short summary of the artist or artist team’s connection to The Beaches neighbourhood (100 words max.)
- A short summary of the artist or artist team’s background and experiences with community consultation and/or arts facilitation (250 words max)
- A short summary of the artist, or artist team’s approach to community consultation and incorporation of multiple themes into one work of art (250 words max)

PART II. Portfolio

Include up to 5 Portfolio Images. We encourage you to focus on past projects that demonstrate your ability to successfully complete projects of a similar size, scope and/or projects with community consultation and facilitation. Under each image, please list:

- Project Title
- Date completed
- Partnering organizations or project manager
- A short description of your role in the project (i.e. lead designer, lead artist, assistant artist)

PART III. CV

Include an up-to-date artist CV.