



Call to Artists – Apply to City’s New Storefronts Victoria Exhibition Program

Date: Tuesday, October 1, 2019

For Immediate Release

VICTORIA, BC — The City of Victoria is looking for local artists to temporarily beautify and animate commercial spaces that have gone unoccupied in the downtown core. Emerging and established artists in the Capital Region, including the Gulf Islands, are invited to submit their application to be considered for the City of Victoria’s new Storefronts Victoria Exhibition Program.

Working with the business community, the City has identified a number of vacant storefront windows available to provide new opportunities to showcase the artistic talent in the local arts community. Artists working with visual or new medias including but not limited to printmaking, fibre arts, mixed media, photography, video, light installations, and conceptual work are invited to apply.

As part of Council’s 2019-2022 Strategic Plan, City staff were directed to beautify empty storefronts and large windows as part of the Health, Well-Being and a Welcoming City strategic objective. This also aligns with direction in the Create Victoria Arts and Culture Master Plan to link vacant spaces with artists and creative practitioners.

Submissions for the Storefronts Victoria Exhibition Program is a two-stage process. Artists will be assessed on concept, execution and how their exhibit appeals to a diverse audience. Artwork should be innovative, dynamic and can utilize display windows to their fullest potential and engage the public both during the day and at night.

The selection panel will be appointed by the Art in Public Places Committee, who will select a shortlist of artists to be invited to stage two of the competition. In stage two, artists will submit a concept from which the panel will make recommendations on a roster as vacant spaces become available. An honorarium will be provided to develop stage two concepts. Selected artists will be contacted in late November. The program will be ongoing dependent on availability of spaces and opportunities. Businesses are encouraged to reach out to the City if they are interested in offering space to artists.

The deadline for stage one applications to the City’s Storefronts Victoria Exhibition Program is **Tuesday, October 15, 2019 at 4 p.m. Pacific Time**. Applications and supporting documents must be uploaded electronically at <https://victoria.bonfirehub.ca>. Hard copies will not be accepted.

For submission guidelines and more information, visit: www.victoria.ca/publicart.

For More Information:

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