



CORPORATION OF THE CITY OF VICTORIA
2018 CONCRETE CANVAS - ROCK BAY MURALS
CALL TO ARTISTS

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Project Background

Concrete Canvas is a project seeking to transform an industrial part of the City of Victoria into an outdoor gallery for street art and creative expression. This City of Victoria project will provide a platform for our vibrant art scene to contribute to the City's cultural legacy for years to come. Concrete Canvas – Rock Bay Murals is a one-time project that is funded by the City's Public Art Reserve Fund for the 2018 –2019 fiscal year.

Working with the Public Art Interdepartmental Staff Team we have identified over 40 potential walls for murals. This project will see the creation of 10-20 murals within the Rock Bay neighbourhood on private and public property. We are inviting an exciting array of international, national and local professional artists for this project and are now posting an open call for up to five sites.

This project seeks to enhance linkages between the industrial and creative sectors, and residents and visitors. Adding murals will enhance the identity and character of Rock Bay, an industrial zone on the edge of the downtown core.

Opportunity Overview

This call is open to emerging mural artists as well as mid-career artists who would like to try their hand at mural making. The opportunity is open to individual artists, collectives and/or groups. The fees are set and will be divided among the artists participating. Applicants must be current residents of the Capital Regional District (which includes the Gulf Islands).

The selected artists will be assigned a wall by the Production Coordinator. Once a wall has been assigned, the artists will submit a design proposal for review. The owner of the building and the project team will approve the design. The review is to make sure they are okay with the intended design on their wall. If there are any concerns from the wall owner, we will let the artist know and we can discuss the concerns.

The City of Victoria will supply materials and equipment based on conversations with the selected artists.

Design Criteria:

- Murals will be located on privately-owned buildings and must consider the character, culture and history of the area/neighborhood.
- Readability and appropriateness of scale will be an important consideration.
- Any wording that is included in the work must be meaningful to the public at large.
- Murals may not be used for commercial advertising, public information or solicitation of any kind. For example name of the artists, website addresses, blogs, brand names, logos, taglines, or lengthy descriptions cannot be used in the artwork; however, a one square metre area located at the bottom corner or at the lowest point of the mural can be set aside to include an artist signature.
- While socially challenging art is always appreciated and encouraged, no gratuitous violence, racism, or hateful content is permitted.
- No inappropriate or controversial wording or images are permitted in the artwork.

Artist Eligibility

This competition is open to emerging and mid-career artists or artist teams* residing in Victoria and the Capital Region (including the Gulf Islands).

* Artist teams must share the total commission awarded.

Selection Criteria

Artist's proposals will be evaluated by the Selection Panel on the basis of the following criteria:

- Artistic merit of previous work
- Consistency with the parameters established for the competition
- Ability of the artist to complete the work as outlined

Artworks completed as part of the commission will be considered part of the City of Victoria's art in public places collection but the intellectual property rights remain with the artist. Please note that the City of Victoria is not compelled to award the commission based on the expressions received.

Selection Panel

The Selection Panel will include artists, design professionals, community members, a representative of the project team as well as a representative of the Art in Public Places Committee. The Selection Panel will be facilitated by City staff but the final decision will be that of the Panel.

Budget:

The artist's fees for this project will range from \$500 - \$1250. The selected artist fee will take into consideration the size and complexities associated with a given mural site as well as the individual artist's level of experience.

Estimated Project Timeline:

The artists chosen will be paid an artist fee and will be asked to sign a Letter of Understanding (a simple outline of deliverables and timelines) in June. The target date for work on walls is August 12-27, 2018.

Project announcement	May 11, 2018
Deadline for receipt of application	June 7, 2018
Selection Panel	Mid-June, 2018
Award of commission	Mid-June, 2018
Wall Assigned to Artist	Early July, 2018
Design supplied by Artists	End of July, 2018
Install of works	August 12-27, 2018
Project Launch Event	Weekend of August 24, 2018

Questions

We encourage artists who are thinking of applying and who have questions to contact Arts, Culture and Events Liaison, Connor Tice at ctice@victoria.ca.

Deadline for Submissions

Thursday, June 7, 2018: Submissions will be received up to 4 p.m. Pacific time. Applications must be submitted via email to culture@victoria.ca

Proposals Must Include the Following:

- 1. Contact and Check List Form**
- 2. Curriculum Vitae (Maximum ONE page)**
- 3. A brief biographical statement (100 words)**
- 4. Written Description of how you would approach this opportunity (Maximum 500 words)**
Consider including notes regarding why you are interested in exploring mural making, possible conceptual focus and aesthetics.

5. 5 images of your previous work

Consider including images that support your written description above and speak to your approach for making murals (collaborative, abstract, realism, abstraction, mentorship etc).

File names must be in the following format: 01initialsyeartitle.jpg (image number, applicant's initials, year of the work, title of the work). The image numbers must correspond to the title of work listed in the Image Documentation List. If the proposal is being submitted by an artist team, it must include samples from each of the members. Images of prior collaborations significantly involving all team members can be counted as an image for each artist, but at least 2 images of individual work are required from each artist.

Image files must be:

- JPEG (.jpg, .jpeg) format
- RGB colour mode
- The maximum upload file size is 100MB.

6. Image Documentation List

Complete the template provided with descriptive and contextual information about digital images, including the year produced and title of the work, medium, dimensions, and location.