

DOWNTOWN WEST COMMUNITY MURAL PROGRAM

2018 Pilot

**Artist Request for
Qualifications &
Building Information**





Request for Qualifications



PURPOSE

The Downtown West Community Mural Program is a pilot initiative to support and showcase local artists, improve the public realm, and build community spirit in Calgary's Downtown West neighbourhood. This program is offered through a partnership with the Downtown West Community Association and The City of Calgary, and is part of a larger vision and revitalization strategy for the area, with the intention to expand the program in future years.

This is an exciting opportunity for artists with diverse experiences, backgrounds, styles and techniques that reflect the DWCA principles of inclusion, sustainability, and community pride. We are seeking artists experienced in murals, who can undertake the work in the schedule provided, and who can contribute to the betterment of the community through art.

SUBMISSION REQUIREMENTS

- A.** A Curriculum Vitae, resume or biography of the artist(s). The CV must include the following information: artist(s) name, email, phone number and address. Supporting material such as artist website, reviews, social media web links, etc may also be included (1 page maximum)
- B.** An Artist Statement that addresses the following (1/2 page maximum):
- Why do you want to paint a mural?
 - What is your interest in public art?
 - Describe your techniques, thematic direction, inspirations and history
 - What informs/inspires/motivates your art?
 - What message do you want your art to make and why?
 - Indicate any connection to Downtown West or rationale for interest in working in this community
- C.** Artist Experience that addresses the following (1/2 page maximum):
- Describe your experience with large scale murals. Provide a description of the timelines and general sizes of the murals installed
 - List any experience with lift equipment (scissor lifts, scaffolds, basket lifts, etc)
 - Describe experience and techniques for various building materials (brick, concrete, stucco, etc)
 - State how you will be able to undertake the installation of a mural based on the scheduled times (see "Project Details")





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- D.** A Portfolio that illustrates relevant previous work. Preference is for large scale exterior or interior murals. Provide up to 12 images (6 per page) of previous work. If work was part of a collective or artist group, please indicate your role / work specifically. (2 pages maximum)
- E.** OPTIONAL - You may provide a concept drawing / proposal for the building(s). Please include up to 2 images per building (1 page maximum) of the proposed art installation/ideas of a potential theme.
- F.** OPTIONAL - You may indicate wall preference (if applicable). Indicate any walls that the artist(s) cannot work on due to time, cost, wall size or other constraints. There are currently three walls donated to the project. Please review the wall details in "Building Information" section.
- G.** OPTIONAL - You may provide a maximum of three references for previous work. Provide reference's name, phone number and email. Preference will be for large scale mural work.

Required Submission Materials

Length: Maximum six 8.5 x 11 pages

Size: Maximum 10MB

File type: Submissions should be in PDF format

Submit all applications and inquiries to:

natalie.marchut@calgary.ca

Application deadline: June 29th 2018, 4pm MST





Process, Scope & Schedule



ARTIST SELECTION PROCESS

A selection committee will evaluate all responses, and adjudication will take place between July 2nd and July 9th, 2018. One artist (or artist team) will be chosen for each building.

Artists and artist teams will be evaluated based on all information and materials submitted. Consideration will be given to:

- Experience in large scale murals
- Ability to undertake a mural installation within the allotted time frame (approximately 1 week)
- Diversity and uniqueness of the artist's work
- Ability to incorporate the principles of the Downtown West community and specific building values (where applicable)
- Connection to Calgary and/or Downtown West, specifically

Successful artists will be notified that they have been selected for the project on July 10th. A shortlist of artists will also be created in the event that additional building walls are added to the project for Summer 2018. Shortlisted artists will also be notified on July 10th.

SCOPE OF WORK & ARTIST FEE

The Building Information section provides the total artist fee for each of the walls, and represents a fixed fee for each of the murals and includes:

- Concept development & changes (maximum 2 changes to concept)
- Wall preparation
- Materials and Equipment (lifts, tools, brushes, etc)
- Artist fee

Graffiti protection will be provided separately from the above scope of work.

SCHEDULE *(subject to change)*

June 18 - June 29: Artist Submissions

July 2 - July 9: Artist Evaluation & Selection Process

July 10: Successful candidates & shortlist notification

July - August: Concept creation and approvals

August - September: Mural installation (subject to artist availability and building management schedules)

Murals must be completed by September 16th 2018.



Building Information



BUILDING 1: CONTINENTAL TOWERS
TOTAL ARTIST FEE: \$12,000*



Address: 920 9th Avenue SW
Wall Facing Direction: North
Wall Material: Concrete
Dimensions: 15' x 98' (approximately)

**Artist fee based on estimated wall area. Subject to change.*

Building Information



BUILDING 2: O'NEIL TOWERS

TOTAL ARTIST FEE: \$2,600*



Address: 700 9 Street SW

Wall Facing Direction: North

Wall Material: Concrete

Dimensions: 32' x 10'

**Artist fee based on estimated wall area. Subject to change.*

Building Information



BUILDING 3: ATTAINABLE HOMES

TOTAL ARTIST FEE: \$5,500+*



Address: 1010 6 Avenue SW

Wall Facing Direction: East & North

Wall Material: Concrete/Stucco

Dimensions: 63' x 11'

Additional Notes:

The building was constructed in 1962 and showcases a very unique architectural style. The main floor of the building houses the offices and operations of Attainable Homes. Attainable Homes began in 2009, and is a non-profit social enterprise that works to help moderate-income Calgarians achieve quality homeownership. They work to help create Community through homeownership. Preference is for a colourful & vibrant mural that incorporates elements of a housing and/or community theme. Interactive elements are encouraged.

**Artist fee based on estimated wall area. Subject to change. Potential for additional wall area along laneway (north-facing wall). Artist fee will be adjusted accordingly.*