



# BUMP

## Beltline Urban Murals Project

Information for  
Building Owners  
2021

Created by



NEIGHBOURHOODS  
**BELTLINE**  
ASSOCIATION





## About

The Beltline Urban Murals Project is an award winning community-driven project to showcase art, promote tourism, improve the public realm and build community spirit in Calgary. Now entering its **fifth year**, BUMP has curated a diverse portfolio of local, national and international artists who have created eye-catching, inspiring and beautiful murals in Calgary. The project continues to expand with the 2021 BUMP Festival celebrating art, music and community.

We believe that public art can enrich communities, create beautiful and captivating places, challenge our ideas, provoke discussion and add beauty to the everyday.

BUMP celebrates the diversity, talent and vibrant character of the Beltline through works of art that are thought-provoking, whimsical, awe-inspiring, creative and powerful. We believe that art belongs in public and buildings are the best canvasses.

Since its inception in 2017, BUMP has enriched the character of the Beltline with **over 50 murals** that capture the imagination of residents and visitors in a celebration of the visual arts.

The Beltline Urban Mural Project would like to acknowledge that we operate on the territories of the people of the Treaty 7 region in Southern Alberta, which includes the Blackfoot Confederacy (Siksika, Piikani, and Kainai First Nations), the Tsuut'ina First Nation, and the Stoney Nakoda (including the Chiniki, Bearspaw, and Wesley First Nations). The City of Calgary is also home to Métis Nation of Alberta, Region III.

## Why paint a mural?

A mural is a great way to attract attention to your building, draw more customers for your business, and to invest in your community. Murals make buildings more attractive to passersby, add character to your space, supports the creative arts and improves the environment around your property. Your building will not only be showcased on the BUMP website, but also on the social media accounts of thousands of Calgarians. People are attracted to great places, and art can make any place great.

*My landlord and I worked together with the good people at the BUMP Mural Program to bring two amazing murals to our building in the summer of 2020. Once the pieces were chosen and the work began, the professionalism and ease it was to deal with the BUMP staff and the artists made the week it took to get the murals up a breeze. I would highly recommend for any business owner to take the time to work with their landlord and the BUMP program to beautify their space. Thanks again BUMP!*

—DAN MURRAY, OWNER & OPERATOR,  
I LOVE YOU COFFEE SHOP

*We would like to take this opportunity to thank everyone involved with this project. The artists were a pleasure to work with and the artwork far exceeded our expectations. We would highly encourage other businesses to come view our mural and perhaps donate their walls to BUMP. Not only does it allow artists to showcase their talents, but it also helps define and beautify our community. Let us all stand tall and proud and remind Calgarians that the Beltline is the place to be! Thanks again!*

—UPTOWN BOTTLE DEPOT

*It was a great chance for us to enhance a large wall space with a unique urban mural and improve the public realm of the Victoria Park community! It is important to our company to support the arts and culture community and this was the ideal opportunity for us to do that. Working with the BUMP team and the artist, Sbuone was absolutely fantastic for us and we would definitely welcome the opportunity to do so again in the future. We sincerely hope to see more BUMP mural projects in Calgary in the future, they are a wonderful aesthetic addition to the community.*

—BRAD KRIZAN, ARTIS REIT, STAMPEDE STATION



## How does it work?

1. Building owners are solicited for their interest in the participation in the project by BUMP staff and volunteers.
2. Interested building owners express their desire to participate in the program and are considered for the project. A shortlist of candidate buildings is finalized in late winter.
3. In early spring, artist applications are submitted and a shortlist is created.
4. In late spring, candidate building owners are provided the portfolios of the shortlisted artists and are asked to rank their preferences. Artists and buildings are matched up based on artist and building owner preferences. There will be more walls than artists. In the event that a wall is not assigned an artist, the wall will be reconsidered for the following year.
5. In early summer, artists work to create a concept for the mural, with final approval from the building owner and jury.
6. In August, murals are installed on buildings and the BUMP festival, along with mural tours, parties, artist talks and other events take place.
7. Upon completion of the mural in late August or September, building owners take over the care and maintenance of the mural.

## Do I pay for the mural?

No. BUMP provides the full funding for the installation of the murals within the Beltline community. Ongoing maintenance costs, including graffiti removal, will be the building owner's responsibility, though these costs would be comparable to the typical maintenance of a wall with no mural.

## Sponsorships

In order to fund the BUMP Festival and special events, BUMP partners with organizations for sponsorships. A corner of the mural will indicate the artist's name, BUMP logo and a partnering sponsor.

## Do I have a say in which artist will be assigned to my wall?

Yes. After buildings and artists are shortlisted for the project, building owners are provided the proposals from the artists for their review. The owners indicate their ranked preferences of which artists they prefer for their building. It is important at this stage for building owners to indicate any artists they would not want for their building to ensure that no artist is assigned to the wrong building.

## Do I have a say in what the mural will be?

Building owners have some, although limited, input into the creative process of concept design for the mural once an artist is assigned. BUMP is funded by various sources and has a mandate to provide public benefit as well as foster artistic creativity through the program. While murals are not intended as advertising for the building or business and are not intended to be expressions of the owners personal ideas, the final approval of a concept is required by the building owner. In exceptional circumstances where a concept cannot be agreed upon by the building owner, a new building will be assigned to the artist and the building removed from the project for reconsideration the following year.

## What happens after the mural is on my building? What if the mural is tagged?

BUMP provides an anti-graffiti protection for all the murals, however, as it is a grant-based program, it has no ongoing funding and is not responsible for ongoing maintenance of the mural. Typically, while graffiti is rare on murals, it can be easily removed with a power-washer or correct solvent if treated with an anti-graffiti coating. BUMP will provide owners with a small amount of any required cleaner or anti-graffiti protection as well as any instructions for graffiti removal.

While it is not required, we encourage building owners to add lighting to their walls and murals to help deter any graffiti and mitigate the long term cost of maintaining the mural.

Murals are also required to remain on the building for a period of at least 5 years after installation.

*At first I was apprehensive about offering a blank wall on the side of my condo building to the festival as I was anxious about how much work that would be. My trepidations were totally unfounded - it was a pleasure to work with the BUMP staff from beginning to end. The selection of artists offered for review was incredible. There were so many choices but the BUMP coordinators made it easy - not only to choose an artist but to assist with the communications between the chosen artist and the building owners to ensure that the art was suitable for the location and that all involved were happy with the outcomes.*

—NIC MCKENNA, THE LOFTS ON 17<sup>TH</sup>



## Contacts

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