



# UNITE THE HEIGHTS



## CALL FOR PAVEMENT MURAL ARTIST RFQ Unite the Heights Art Cycle Route!

The Crescent Heights Community Association (CHCA) and the Renfrew Community Association are excited to announce this call for an artist (or an artist team) to create three artist painted crosswalks and a series of artist painted bikes along the 8<sup>th</sup> Ave bike route from 2<sup>nd</sup> St NW to 6<sup>th</sup> St NE. This is part of a multi-stakeholder initiative, *Unite the Heights*, which advocates for improvements to pedestrian, cycling, and mobility-friendly infrastructure between Mayland Heights through to Crescent Heights <https://unitetheheights.ca/>.

We encourage applications from candidates who identify as part of racialized, Indigenous, and/or 2SLGBTQ+ communities. Applications due June 30, 2021.

### ABOUT THE PROJECT

**Paintings of Bikes:** on the pavement along the 8<sup>th</sup> Avenue bike route from 2<sup>nd</sup> St NW to 6<sup>th</sup> St NE. We would like to see colourful, whimsical paintings on each block of a variety of bike paintings (could be with people or different kinds of bikes for example). See sample 1.

**Three crosswalks:** 8th Ave & Centre St, 8th Ave NE & Edmonton Trail, and 8th Ave NE & 6th St NE. We would like to see colourful, eye-popping crosswalks to slow down vehicular traffic and make it safer (and more fun) for pedestrians, and cyclists to cross these busy intersections. See sample 2.

**Celebration Event:** We would like to conclude this project with a Cycling event in September and we would like the artist(s) to be in attendance.

Sample 1:





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Sample 2:



Will Crosswalk Art Be a Thing of the ...  
news.artnet.com



Colorful Crosswalks Paint the Streets ...  
smithsonianmag.com



Will Crosswalk Art Be a Thing of th...  
news.artnet.com



78 Creative Crosswalks Ideas | pu...  
pinterest.com



It's No Illusion: The Crosswalk Art You ...  
nationswell.com



Creative Crosswalks Meet Government ...  
npr.org



Street art designed to give ...  
troyrecord.com



Art By Bulgarian Artist | Bored Pa...  
boredpanda.com



Collaborative art project...  
pinterest.com



Bringing art and culture to the street ...  
smartgrowthamerica.org



Bringing art and culture to the street ...  
smartgrowthamerica.org



Street Art - Why Not Here?  
sactownmag.com





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## GOALS

### Community engagement:

- Artist or artist team will be chosen by community members.
- We will hold one engagement session (on Zoom) with the artist(s) so that community members can relay their ideas and what is important to them.
- We will recruit volunteers to help paint the crosswalks and bike paintings. The artist(s) will need to coordinate or direct volunteers in the painting process. This will be a way of connecting residents and fostering a sense of community and belonging.

### Increase Safety:

Increase the visibility of the bike route as well as the crosswalks to improve safety for pedestrians and cyclists.

### Connection:

Crescent Heights is in both the NW and NE. As Centre St is such a busy traffic corridor it visually and psychologically divides the community. The Art Cycle Route will visually connect East Crescent Heights with West Crescent Heights. Edmonton Trail is both in Crescent Heights and Renfrew and the crosswalk will build a connection point between the two neighbourhoods as well as the bike paintings which will be in both neighbourhoods.

### Increase Awareness to Unite the Heights:

Bringing awareness to the Unite the Heights project will help us advocate for improved active modes of infrastructure along this important corridor, with the hope of eventually linking pedestrians and cyclists from the Max Bell C-Train station to Centre Street in the future.

## ELIGIBILITY

This opportunity is open to artists living within Calgary. Participants must be legally entitled to work in Canada. We encourage applications from candidates who identify as part of racialized, Indigenous, and/or 2SLGBTQ+ communities.

## BUDGET

Artist Fee of \$7,000 includes: community engagement, design, painting, site preparation, and all materials (paint, brushes, etc.). The Community Associations will cover the costs of permits.





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## TIMELINE

Closing Date for Artist Submission	June 30
Successful artists notified	July 7 <sup>th</sup>
Mural design drawings submitted to the City	July 21
City Approval/permits	July 28-Aug 4
Painting of Murals	Aug 1 – Sept 1

## ARTIST SUBMISSION

Please submit **ONE PDF FILE (up to 4 pages)** with the following to [sandra@crescentheightsyyc.ca](mailto:sandra@crescentheightsyyc.ca) by **June 30<sup>th</sup>, 2021**.

1. Contact information including: Name, Email, Phone, Address, Website, Social media handles
2. Artist Statement
3. Statement of Intent (one paragraph) – what can you bring to this project?
4. Please describe any relevant experience.
7. Photos of relevant work.
8. Three references

## SELECTION CRITERIA

Community members will evaluate submissions based on the following:

- Artist experience
- How artist will meet the goals of the project including how they will manage volunteer painters of all ages and abilities
- Overall professionalism and presentation of ideas
- Artistic excellence, quality of skills, and unique vision

## FUNDING

This project is funded by the *Calgary Parking Authority Sponsorship*, the *Federation of Calgary Communities Activate YYC grant*, the *Crescent Heights Community Association*, and the *Renfrew Community Association*.

