

Centre City Banners Program 2023 – 2025

CALL TO ARTISTS: FREQUENTLY ASKED QUESTIONS

This list has been accumulated from the Information Session on July 19, 2022, from emails or conversations, and it will be updated a final time after the August 2, 2022 Information Session. If you have a question that you do not see an answer to, please reach out to publicart@calgaryartsdevelopment.com and we will get back to you with a response.

Key Website Pages for this Program:

Centre City Banners Program details

<https://calgaryartsdevelopment.com/programs/centre-city-banner-program-2023-2025/>

Previous Banners from Centre City Banners Program

<https://www.calgary.ca/pda/pd/centre-city/centre-city-banner-program.html>

Calgary Arts Development Authority (CADA) Smart Simple Artist Application Platform

<https://calgaryartsdevelopment.smartsimple.ca/>

Application Assistance

<https://calgaryartsdevelopment.com/policies/application-assistance-2021/>

Recording of Information Session 1 of 2

<https://cada.at/3d3iQpi>

FAQ - July 2022 Information Session:

WILL THE SLIDES OF THE PRESENTATION BE SHARED?

No, however you can view a recording of the July 19, 2022 information session [here](#).

WHAT SHOULD AN APPLICANT FOCUS ON IN THEIR APPLICATION?

The letter of interest and your 10 images are the best way for the assessors to evaluate if you would be a good fit for this project, so focusing on those elements will be beneficial. Ensure you put your best work forward by addressing the criteria, understanding the program background and the technical considerations, and think about these things when choosing artwork to submit and when writing your letter of interest. The assessment committee is looking to see how well you understand the project.

ARE THERE ANY ALTERNATIVE APPLICATION OPTIONS, SUCH AS VIDEO OR AUDIO, FOR PERSONS WITH ACCESSIBILITY NEEDS?

Yes, please contact us for more information and instructions at
publicart@calgaryartsdevelopment.com.

CAN A GROUP OF ARTISTS APPLY AS A COLLECTIVE?

Yes, however we would advise against it as the fee will not increase if there are more artists working on a set of banner designs. The design fee is \$7,000 per set of designs.

WHAT IS THE FEE?

The fee is \$7,000 for one set of six designs. If more than a single artist is collaborating on one set of designs, the fee remains the same and would need to be split amongst those collaborators, as per their discretion. For this reason, we recommend artist teams and collaborations do not apply for this call.

YOU MENTIONED THAT THE FEE IS JUST FOR DESIGNING THE SIX BANNERS. WHAT ABOUT PRINTING AND INSTALLATION?

Printing and installation costs will be covered by The City of Calgary.

DOES THE CONNECTION TO CALGARY HAVE TO BE MINE, OR CAN I REPRESENT AN IDEA THAT CONNECTS TO THE HISTORY OF THE CITY, FOR EXAMPLE POLISH IMMIGRANTS IN CALGARY, CULTURAL EVENTS FROM 1920, etc.?

Relate the subject matter that interests you to yourself and your practice.

IF AN ARTIST HAS NO EXPERIENCE WITH BANNER DESIGN, WHAT TYPE OF ARTWORK WOULD BE BEST SUBMITTED IN THEIR APPLICATION?

2D artworks that include painting, drawing, printmaking, graphic design, illustration, collage artwork, etc. Consider artworks that resemble work that fits into the technical requirements for the banners in the [Call to Artists](#).

WHEN DOING YOUR SUBMISSION ONLINE, DO YOU HAVE TO COMPLETE IT IN ONE GO OR DOES IT SAVE YOUR PROGRESS SO YOU CAN LEAVE AND COME BACK?

You can start the application process and continue working on it up until the deadline. Do press 'save' periodically to ensure you don't lose your work when the system times out. Ensure you give yourself a buffer between when you decide to submit the application and the deadline. Consider drafting your written content in another application with spell check, such as Word or Google docs, and then copy/paste your words into the Smart Simple application platform.

WHAT SHOULD I PUT FOR DIMENSIONS IF MY ARTWORK IS DIGITAL?

For digital work you can give the resolution in pixels, but to further answer your question – if you have an artwork that is hard to capture a dimension, you can enter N/A for the dimensions.

ALL OF MY WORK IS ALREADY ON MY WEBSITE. DO I STILL NEED TO SUBMIT 10 IMAGES?



Yes, artist websites are not part of the selection criteria. To keep all applicants on the same playing field we request 10 images on the Smart Simple application platform from each applicant so that the assessors have the same amount of information to consider. We also encourage artists applying to curate their selected images to be applicable to the Call to Artists — put your best work forward and select images that show you are a good candidate for this program.

CAN I SUBMIT CONCEPT SKETCHES AS PART OF THE 10 IMAGES TO UPLOAD?

No. This call is for qualifications and intent, rather than a design. We want to work with the selected artist before they start developing their design to ensure they are being compensated through the artist fee for their time and artistic work.

WHAT HAPPENS TO THE BANNERS AFTERWARDS?

The artist can decide if they want to keep them, they can choose to donate them to be turned into reusable shopping bags, or you can request that they be disposed of.

IF YOU ARE SELECTED AND THE ORIGINAL BANNERS DESIGNS ARE IN THE FORM OF A PAINTING, CAN THOSE ORIGINALS BE SOLD BY THE ARTIST?

Yes.

HOW DOES THE DESIGN PROCESS WORK WHEN MY ARTWORK IS NOT DIGITAL?

The artist can provide sketches and scaled down drawings during the review process and once the design has been approved, create the full-size artworks. Once they are ready, the artist can take high-resolution pictures of the artwork and submit those to the printer.

HOW CAN I BE CONSIDERED FOR THIS SELECTION COMMITTEE OR A FUTURE SELECTION COMMITTEE?

The selection committee has already been determined for this project. If you are interested in serving on a selection committee in the future, please fill out an assessor form on the Calgary Arts Development website: <https://calgaryartsdevelopment.com/programs/assessor-nomination/>

Please reach out to Calgary Arts Development at publicart@calgaryartsdevelopment.com if you have any questions.

FAQ - Information Session on August 2, 2022:

CAN THE DESIGNS BE OF MIXED MEDIA?

Yes, as long as you can take a high-resolution image of it for printing at the sizes described in the Call to Artists.

COULD YOU ELABORATE HOW THE TIMING OF THE ARTISTS WILL WORK WITH MULTIPLE LOCATIONS?

Each artist will design six banners, they will be installed at six locations (five bridges and the Olympic Plaza Pergola) and each artist's banners will be in place for about one year. We are programming up to three years' worth of banners with this Call for Artists, so each artist will be contracted in the fall of the year before the installation of their banner designs, giving about three months to develop and finalize your design.

ARE THERE PREFERENCES GIVEN TO ARTISTS THAT CREATE ART RELATED TO CALGARY OR ALBERTA LANDSCAPE?

No, in fact images of landscapes aren't ideal for this medium as the colours in the design would be very similar to those in the sky, so the banners would disappear into the space around it. We are looking for bold, high contrasting and bright coloured designs.

IF WE ARE A HUSBAND AND WIFE ARTISTIC TEAM, DO WE CHOOSE THE OTHER CATEGORY?

If your practice is a collaboration between you both and you have a single CV and artist statement for your artistic team, you should register as an 'Individual Artist' when registering in Smart Simple.

WHAT DO YOU MEAN BY 'STRONG CONNECTION TO CALGARY'? IS THERE A REQUIREMENT TO HAVE LIVED IN THE CITY FOR A SPECIFIC AMOUNT OF TIME?

There is no requirement for how long you have lived in Calgary or its surrounding area. If you are in the surrounding area we are asking that you have a 'strong connection' to Calgary despite living outside of the city limits (within 75 km). When we say a strong connection, we are referring to: a community of colleagues, family or friends, a history of residence or an emotional connection.

I'M A NEWLY EMERGENT ARTIST, SO I HAVE LITTLE EXPERIENCE ON MY CV AND IN MY ARTISTIC STATEMENT - CAN I APPLY OR IS THERE A REQUIREMENT FOR A SPECIFIC LEVEL OF EXPERIENCE?

There isn't a specific level of experience required for this call and we are excited to offer an opportunity to emerging artists.

IS IT POSSIBLE TO SUBMIT ONE PDF FILE, 10 PAGES/IMAGES INSTEAD OF ALL SEPARATE?

No, in order to keep all applications visibly the same for assessment and to avoid missed information, we require all images to be uploaded separately with the details about each image entered in the appropriate fields.

THE LETTER OF INTENT SAYS TO STATE YOUR INTEREST IN THE OPPORTUNITY, WOULD THAT INCLUDE YOUR CONCEPT/IDEA FOR YOUR BANNER DESIGN?

If including a description of the subject matter in mind will strengthen your letter of interest, then yes, you can include that. We suggest applicants avoid distracting from what the assessors are evaluating in your letter of interest, so make sure you are answering those questions.

I AM AN ARTIST, BUT I AM NOT A FULL TIME ARTIST. CAN I APPLY TOO?

Yes. We don't have restrictions that define artists by the amount of time they are working on their practice.

WHO IS SELECTING THE ARTISTS?

We have formed an assessment committee composed of community members and artists that will vote on which artists to select. No Calgary Arts Development staff are voting members of the committee.

WHAT IS THE TIME FRAME FOR THE ARTIST TO COMPLETE THE COMMISSION?

The artists will have three-to-four months to develop and complete their final designs.

I UNDERSTAND THAT THE BUDGET FOR EACH SUCCESSFUL ARTIST IS \$7K, CAN YOU EXPLAIN HOW THAT WORKS? IS ANY OF THAT MONEY MEANT TO BE USED IN THE FABRICATION OF THE BANNERS?

Each artist will be granted \$7,000 for the design of six banners. Once the artist has been commissioned and has agreed to the staged payment schedule, they will receive a portion of the \$7,000 upon completion of each stage. That could look like 25% upon signing, 65% upon approval of the design, and 10% upon submission of the files for printing and layout documents for installation. Printing, installation, and maintenance will be paid for by The City of Calgary.