



Call to Artists: Centre City Banner Program

Centre City Banner Program 2023–2025

CALL TO ARTISTS

OPPORTUNITY SUMMARY

Calgary Arts Development (CADA) and The City of Calgary invite artists to submit qualifications for consideration in the design of banner artworks installed on streetlight poles on six bridges and streets in the downtown area.

Up to three artists will be selected through this Call to Artists. Each artist will create six original designs which will be displayed on banners across the city for approximately one year. Selected artists will work collaboratively with CADA and The City to develop and refine a thematic concept that considers the multiple contexts of Calgary, and the communities in which the banners will be displayed. For detailed information, see the Project Description section below.

Designs will be installed between 2023–2025.

This Call is open to visual artists residing within the City of Calgary (or surrounding areas within a 75 km radius and strong connections to Calgary).

Total Artist Budget: \$7,000 CAD (not including GST)

Submission deadline: 4:00pm MT

Tuesday , August 16, 2022

Late applications will not be considered.

Submission Checklist:

- Artist C.V.
- Artist Statement
- Letter of Interest
- 10 images

For specific details , please read the **Submission Requirements** and **Evaluation** sections below.

Artist Information Sessions:

July 19, 2022 @ 10:00am / Aug 2, 2022 @ 6:00pm

Register for the Information Sessions: [link to RSVP](#)

ASL translation will be provided at both sessions.

For more information: [link to webpage](#)

How to submit: [link to smart simple](#)

BACKGROUND

The Centre City Banner Program is an initiative led by The City's Downtown Strategy with assistance from The City's Public Art Program. Since 2008, this program has provided local artists with an opportunity to create banner artwork that has contributed to the vitality and attractiveness of Calgary's urban core. As part of the 'new direction for public art,' Calgary Arts Development (CADA) will work with The City to run the 2023–2025 Call to Artists.

The artwork is generally replaced annually with a new vision and theme to welcome people to the core. In the past, artists have explored Calgary's unique characteristics in the banner design – from history, community, urbanity, and natural landscapes. Overall, the banner designs have been celebratory in nature and have provided vibrancy to the public realm.

Banners have been displayed on gateways into the downtown area, including the MacDonald (MacDonald Avenue S.E.), Louise (10th Street N.W.), Mewata (14th Street S.W.), Reconciliation (Fourth Street N.E.), and Centre Street (Centre Street N) bridges and the Olympic Plaza pergola. These spaces become open-air art galleries, welcoming people to the downtown, and creating a narrative for pedestrians, cyclists and drivers.



PROGRAM OBJECTIVES

The objectives for the Centre City Banner Program are to:

- Enhance the streetscape and provide a vibrant and colourful statement
- Highlight 'gateways' into the downtown
- Celebrate Calgary's cultures, communities, histories, geography, and diversity.

PROJECT DESCRIPTION

The selected artists will be required to create and submit six unique artwork designs as high-resolution files. Artists will be expected to collaborate with the project team throughout the development of the artwork, participating and responding to comments and revisions from the project team, and liaising with The City's pre-qualified printer to ensure they are preparing files that can be successfully printed digitally.

Banner dimensions vary in size from 81 cm (32") by 183 cm (72") up to 81 cm (32") by 196 cm (77"). Artists are only required to produce their design at the maximum height (196 cm / 77"), but should create their artwork to accommodate up to 13 cm (5") of cropping at the bottom to adapt to shorter banner heights.

The selected artists will:

- Develop and refine an original concept and design that considers the multiple contexts of the City of Calgary and the communities in which the banners will be displayed.
- Submit their design for comments, revisions and approval.
- Review and provide comments on colour samples and printing proofs for quality control purposes.

- Develop and supply an installation layout plan for each install site. This layout plan will identify which art designs are to be installed on each pole, which direction the artwork will face and whether any mirroring is required.
- Develop and provide an artist bio and artwork statement that may be used in communications about the banner program.
- Work with CADA staff to communicate project development.
- Note: The artist's scope of work and budget does not include printing, installing or maintaining the banners. These tasks will be financed separately and managed by The City. All printing will be undertaken by a printer that has been pre-qualified by The City.



SITE CONSIDERATIONS

The Calgary area where the Bow and Elbow rivers meet is a place of confluence, where the sharing of ideas and opportunities naturally come together. Indigenous peoples have their own names for this area that have been in use long before Scottish settlers named this place Calgary. The Métis call the Calgary area Otos-kwunee. In the Blackfoot language, they call this place, Moh'kinstsis. The Stoney Nakoda Nation refer to the Calgary area as Wîchîspa Oyade and the people of the Tsuut'ina nation call this area Guts-ists-i.

This project will be located on the traditional territories of the people of the Treaty 7 region in Southern Alberta. This includes: the Siksika, Piikani, and Kainai collectively known as the Blackfoot Confederacy; the Îethka Nakoda Wîcastabi First Nations, comprised of the Chiniki, Bearspaw, and Wesley First Nations; and the Tsuut'ina First Nation. The city of Calgary is also homeland to the historic Northwest Métis and to Métis Nation of Alberta, Region 3. We acknowledge all Indigenous urban Calgarians, First Nations, Inuit, and Métis, who have made Calgary their home.

TECHNICAL CONSIDERATIONS

- Artwork must be colourful. Bright and bold colours are required as they fade less across the one-year viewing period.

- Overly pale, white, grey or sky blue colours are discouraged as they blend into the background.
- Final artwork design should contain appropriate levels of detail and scale for viewing by pedestrians, motorists, and cyclists from a distance.
- Artwork must be original to the artist, and created for the purpose of this call.
- To see some of the past works visit [here](#).



(above artwork by Jarett Sitter)

PROJECT TEAM

The artist will work closely with a project team, which includes but is not limited to, CADA public art staff and project lead, CADA engagement and communications staff, as well as staff from The City of Calgary, and the City's pre-qualified printer.

BUDGET

The total, all-inclusive artist budget for this public art project is **\$7,000 (not including GST)**. This amount includes (not limited to) all costs associated with the creation and communication for the banner artwork design:

- Artist fees (including administration)
- Travel and parking
- Research
- Materials and equipment

PROJECT TIMELINE

Artist Selection	September 2022
First Artist Contracted	September 2022
Artwork Development	October 2022
Artwork Approvals	January 2023
Artwork to Printer	February 2023
Installation	May 2023
Second Artist Contracted	September 2023
Installation	May 2024
Third Artist Contracted	September 2024
Installation	May 2025

ELIGIBILITY

This Call is open to visual artists residing within the City of Calgary, or surrounding communities. We encourage submissions from artists that are typically underrepresented, including BIPOC (Black, Indigenous and People of Colour), LGBTQIA2S+ identifying individuals, Deaf persons, and persons with disabilities. Artists should live in/near Calgary to work with the project team as travel is not provided. We welcome artists at various stages of their careers to apply. Experience working with commissions, project teams, and managing similar sized budgets and projects is an asset, but not a requirement.

ACCESSIBILITY

We recognize that barriers to access exist for many artists who are interested in applying. Calls to Artists are written in English, shared online, and require applicants to submit online applications, documents, and reports in English. This creates technological, linguistic, communication and cultural barriers, to name a few.

In recognition of these barriers to access, eligible applicants can request assistance to help alleviate some of the costs associated with preparing and submitting an application.

Who can Request Assistance?

Applicants who self-identify as:

- Deaf, hard of hearing, Blind, loss of sight, have a disability or live with a mental illness
- Facing language or cultural barriers

Email: publicart@calgaryartsdevelopment.com

Phone: 403-264-5330 ext 221.

For more information please visit this [link](#).

SUBMISSION REQUIREMENTS

- **Letter of Interest** that explains your interest in this opportunity, connection to Calgary and the Treaty 7 region. Maximum one page, 500 words.
- **Artist C.V.** that includes previous experience, email and contact information.
- **Artist Statement** that describes your current artistic practice and the themes in your work.
- **Portfolio:** Ten images of current or past artworks uploaded as individual media files. The following information must be included for each image:
 - Title
 - Date
 - Size
 - Materials
 - Brief description

EVALUATION

The application process is competitive. The selection panel will review all eligible and complete applications and assess qualified applicants. Decisions of the selection panel are final and the panel reserves the right to select no applications.

Applications will be evaluated with the following considerations:

- **Letter of Interest**
 - Interest in this opportunity and how the artist's background and practice will contribute to this project.
 - Understanding of the project and connection to project goals.
- **Curriculum Vitae**
 - Demonstration of relevant experience in public art, visual art and design.
- **Artist Statement**
 - Indication of a connection between the artist's work, approach, artistic trajectory, and this project.
- **Portfolio**
 - Demonstration of a clear artistic vision and strong execution of that vision.
 - Demonstration of artistic skills and approach needed to deliver a compelling design for this project.

SELECTION PANEL

Selection panels are determined based on the needs of the project. Membership will be chosen by CADA and The City based on CADA's self-nominated public process and staff expertise, and may include other relevant stakeholders. For more information see CADA's website [here](#).

SUBMISSION

**Submission deadline: 4:00pm MT
Friday, August 16, 2022**

Applications should be submitted through CADA's Online portal [link here](#).

If you require any assistance with your online application, please email publicart@calgaryartsdevelopment.com. **Staff are available to assist with your application up to 1 week prior to the submission deadline.**

We are dedicated to inclusion, access, and openness in the application process. If you require accommodation with the submission of your application, please contact us to determine alternative formats. Submission accommodation may include ASL video applications, audio applications, connection to language translation services, or use of an alternative file transfer service. **Please contact us at least 2 weeks prior to the submission deadline.**

QUESTIONS? PLEASE EMAIL PUBLICART@CALGARYARTSDEVELOPMENT.COM

FOR MORE INFORMATION

Artist Information Sessions:

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