



## Public Art Call

### Call for Artists

2024 Public Art Street Mural, Esquimalt, BC

Submission Deadline: August 12, 2024 at 5:00 pm

\*Project Budget: \$15,000

\*project budget includes and is not limited to artist fees, technical consultation, site preparation and labour, installation of art and materials.

### Public Art Opportunity in Esquimalt

Join us in transforming our community with art! We are excited to announce a call for artists to create a vibrant street mural that will beautify our neighborhood and enhance the connection between community and nature. This art project aims to inspire creativity, promote community connection, pedestrian safety, and celebrate the natural beauty that surrounds us as an entry point into Saxe Point Park and neighbouring areas of Esquimalt.

### Opportunity:

The Township of Esquimalt Parks and Recreation Department invites artists and artist collectives/groups to submit proposals for a temporary public art street mural installation at the entrance of Saxe Point Park. The street corner marks the entry point of Saxe Point, situated at the end of Fraser Street, with pedestrian pathways extending from Munro Street and Bewdley Avenue. This location has recently undergone reconfiguration aimed at enhancing pedestrian safety.

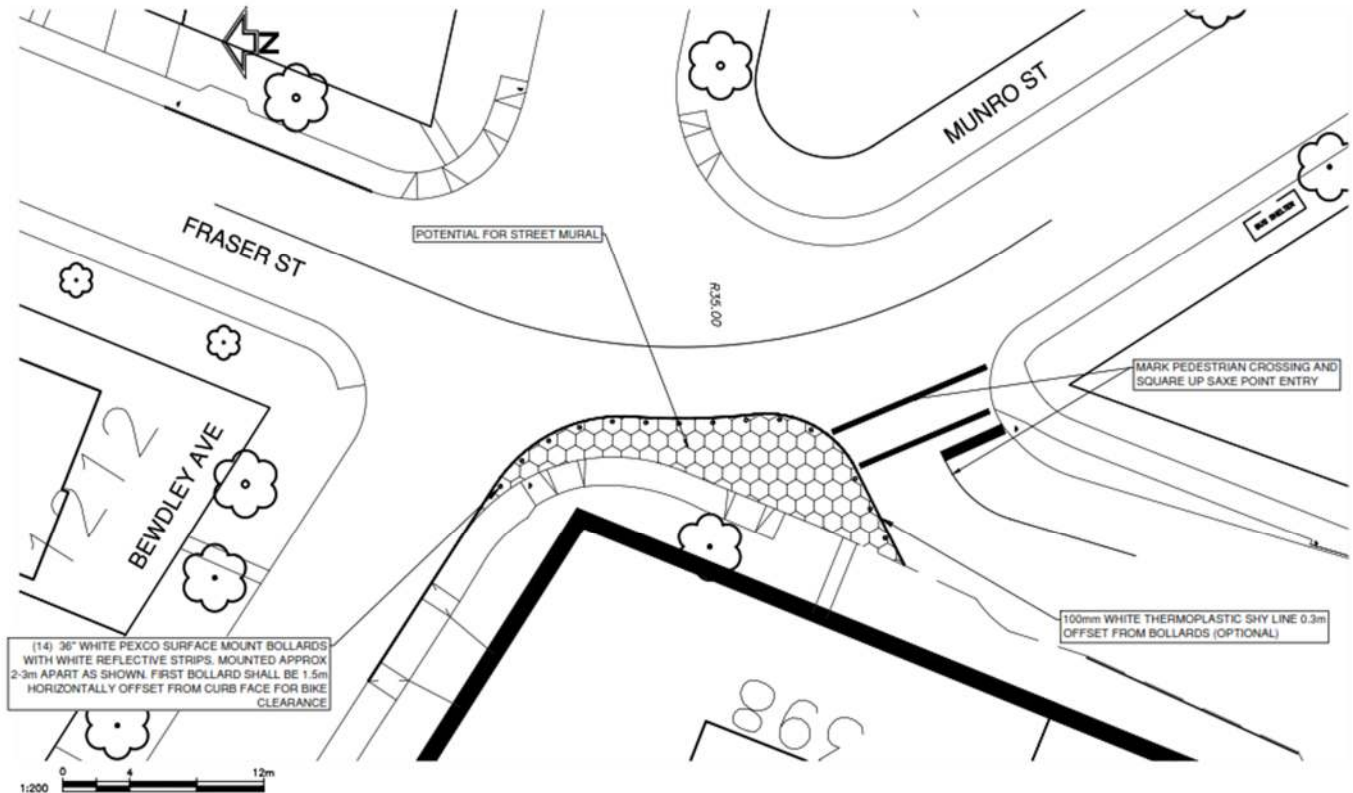
This street mural project aims to build upon these initiatives by further enriching the pedestrian experience. It seeks to create a visually captivating space that mirrors our community's dedication to fostering safe, pedestrian-friendly environments. The

initiative intends to not only enhance the visual appeal of the Esquimalt neighbourhood but also instill a sense of community pride and belonging. By transforming this space into a welcoming and engaging area, the mural will promote a strong community identity and reinforce the idea that safety and community well-being are fundamental values shared by residents and visitors alike.

## Project Details:

**Location:** The installation location is between the existing curb/sidewalk on southwest corner and the bollards on Bewdley Avenue and Munro Street. The designated mural site will be installed on asphalt. Existing planters onsite to be removed and replaced following mural installation. Planters may be shifted within project area to align with final design.





**Theme:** The mural should reflect the theme of "Nature in the Township," capturing the essence of indigenous flowers, local animals, and landscapes, or exploring the interplay between urban and natural environments.

**Size:** The dimensions of the mural wall are approximately 60-70m<sup>2</sup> of usable space. To be confirmed onsite of mural perimeter.

**Materials:** Eco-friendly and durable materials suitable for outdoor installation are required. Approved materials must include a non-slip product, additive, and top coat. Product specifications must be submitted with the application.

**Compensation:** The selected artist or team will be contracted for this service. There will be a payment schedule with approved dates and times.

**Timeline:** The municipality reserves the right to modify the timeline schedule based on operational and weather conditions. The project timeline is as follows:

- **Submission Deadline:** August 12, 2024 at 5:00 pm

- **Artist Selection:** August 19, 2024
- **Installation:** August 24, 2024 to September 12, 2024
- **Unveiling Celebration:** September 13, 2024

## Eligibility:

This call is open to individual artists and artist teams with a demonstrated ability to execute large-scale outdoor murals. Artists must be available to complete the mural during the specified dates.

- Artist or artist team must reside in the Greater Victoria Region or within BC.
- Artist must have demonstrated experience and skill sets with multiple project stakeholders and with executing indoor and outdoor murals.
- We encourage a diversity of applicants, including but not limited to race, ethnicity, national origin, gender, gender identity, gender expression, sexual orientation, age, disability, socio-economic status, class, and religion.

## Submission Guidelines:

- Artists must submit the following materials for consideration:
  - Artist statement and resume/CV (max 2 pages).
  - Concept proposal (including descriptions of proposed work, digital renderings, and pantones list).
  - Portfolio showcasing previous relevant work (maximum of 5 images of artworks created in the last three years) including: title, medium, dates and dimensions.
  - Proposed budget and timeline for execution.
- Submissions should be sent to Steph Reid, at [steph.reid@esquimalt.ca](mailto:steph.reid@esquimalt.ca) by **August 12, 2024 at 5:00pm**.

## General Design Guidelines:

1. The content should be visually appealing, enhance the neighborhood, be unique, and not violate copyright or cultural rights. It should also consider the presence of other public art, urban design elements, and the local community context.
2. The content must be impartial, free from racial, religious, gender, and political biases, and adhere to the principles of the Human Rights Act.
3. The content will not be used or serve as any form of commercial advertising or public information or solicitation of any kind;

4. The content must be appropriate for child audiences. If deemed sensitive, it will not be permitted; (e.g. content depicting alcohol, drugs, tobacco, or violence)
5. The artwork should avoid using logos, organizational brands, or any specific identities.
6. The theme of the mural should respect the broader community context, including historical and socio-cultural aspects.

## Evaluation Criteria:

All applications will be evaluated on the following assessment criteria:

### **Experience of Artist/Artist Team (20%)**

- Artist has previous experience creating murals. Technical expertise and experience with varying scale, complexity and materials will be considered.
- Portfolio of previous work.
- Artist has previous experience coordinating or participating in a community-based mural. Experience incorporating input/direction from a team.

### **Relevance of Design Concept (25%)**

- Appropriateness for the public realm.
- Connection and relevance to place.

### **Artistic Merit of Design Concept (30%)**

- Artwork that is strong in concept and executions. Creative vision and visual storytelling that reflect and fulfill the purpose of the proposal.
- Clear description and sketch of design idea, including how it meets the projects objectives.

### **Budget (25%)**

- Proposed detailed budget for the project, inclusive of all costs relating to the artist's fees, materials, studio, or workspace overhead, fabrication and/or manufacturing of the work, site evaluation and preparation, travel expenses, complete installation, and insurance coverage.
- Total value of proposed public art is relevant to the overall proposed project.

## Selection Process:

Applicants will be chosen by a Selection Panel which is compiled of committee members of the Creative Placemaking Volunteer Group and Township staff. The Selection Panel is

facilitated by Township staff, and the final decision is that of the Selection Panel. The Selection Panel reserves the right to select no applications. There is no guarantee that approved artists will be selected for a project.

## About Us

The Township of Esquimalt recognizes Public Art as an asset that enhances quality of life for its citizens, strengthens community pride, improves the aesthetic of the public environment, and contributes to the Township's cultural aspirations, social well-being and economic vitality. Through Public Art we celebrate our culture and heritage, reflect our diversity, express shared values, and define our unique identity.

**Note:** All mural designs are subject to approval by the relevant Township departments and collaborative efforts of local groups.

For inquiries and detailed guidelines, please contact Steph Reid at [steph.reid@esquimalt.ca](mailto:steph.reid@esquimalt.ca). We look forward to receiving your creative proposals and to witnessing the transformation of our community through art!