

Artist Call (Request for Expression of Interest)

Call for Artists: Create Your Path - West Toronto Railpath Street Art Project

Application Deadline: Friday, May 26, 2017, 11:59 PM

CALL SUMMARY

The City of Toronto invites artists to submit proposals to participate in StreetARToronto's **Create Your Path project**. This Artist Call is Stage 1 of a Two Stage selection process (Stage 1. Artist Call/Proposal, Stage 2. Final Design Proposal).

"Create Your Path" is a street art project taking place along the West Toronto Railpath (WTR) in the west end of the City. The project will result in the creation of street art along the railpath in 5 key locations. Production of the art will roll out over the next two years, with community engagement and three installations completed by Fall 2017. **This Call is specifically to request proposals for the Red Cross Building at 21 Randolph Avenue (#4 below) and the fence at Wallace Lofts at 371 Wallace Avenue (#3 below).**

CREATE YOUR PATH PROJECT SITES



1 DUPONT-OSLER UNDERPASS



2 PLANET STORAGE, 1655 DUPONT ST



3 WALLACE LOFTS, 371 WALLACE AVE



4 RED CROSS, 21 RANDOLPH AVE



5 CHURCH OF FIRSTBORN, 72 PERTH AVE



HENDERSON BREWERY



Project Sites and the Meeting Spot for Community Engagement Events

Note: The artist call is specifically for the Red Cross Building and Wallace Lofts a (starred) with completion scheduled for October 2017. The Dupont Underpass will be selected through the StART UP Underpass process. Artists for the other two sites will be selected at a later date.

The West Toronto Railpath is a linear park and an important link that connects residents in the unique neighbourhoods of Bloor West, Junction Triangle, Roncesvalles, Dundas West and Parkdale, and beyond. This project offers an opportunity to capture and share the WTR's unique identity and histories, reflect residents' ideals, establish a sense of belonging and pride and create inclusive and attractive spaces.

As part of **Create Your Path**, a community engagement process, designed and facilitated by Crazy Dames, has been initiated to understand how community members currently experience the path, how they envision the trail and what types of imagery and themes they would like to see along it. The themes developed through this process form the basis of this artist call and are included below.

Guiding Themes

Artists or artist teams are asked to submit a proposal that considers the following themes (which were developed collaboratively with community members):

HERITAGE • LAND • INTERCONNECTION

HERITAGE:

Indigenous history

Create Your Path is an opportunity to communicate and celebrate the history of the traditional territories of this area.

Responses to this theme **may** include:

- Representation of past, present and future Indigenous communities of the area

Industrial history

This area also has a rich history of rail transportation linkages that once supported heavy industry.

Responses to this theme **may** include:

- Portrayal of the likely origins of railway development along one of the many trails created by First Nations to access Lake Ontario
- Depiction of The Junction's manufacturing and railway history and the significance of the railway's linkages, linking Toronto to other Canadian towns and cities

LAND:

Natural landscapes, plantings, environmental sustainability

The West Toronto Railpath, which opened in 2009, is a multipurpose linear park with an integrated unique landscape ecology that celebrates local, native plantings and biodiversity. The community is continuing its efforts to cultivate and enrich the existing greenspace through ongoing planting initiatives.

Responses to this theme **may** include:

- Colours, patterns and other imagery inspired by the flora and fauna of the area
- The importance of green space/environmental sustainability in cities

INTERCONNECTION:

Community, diversity, accessibility

The West Toronto Railpath connects diverse communities in the area due to its physical location at the junction of distinct neighbourhoods and through its activation by residents and visitors alike, both cyclists and pedestrians.

Responses to this theme **may** include:

- The future of the Railpath and how it continues to develop as a community hub
- Celebrating the diversity of the city and the surrounding neighbourhoods
- The daily use of the Railpath by commuters, cyclists, runners, etc.

Purpose

The purpose of this call is to gather a list of artists or artist collaborations who will be short-listed based on relevant professional credentials and preliminary design concepts. Shortlisted artists will be contacted by June 5th and will receive an honorarium (\$1000) to develop a presentation, budget, material list and image concept to be presented to community members and the **Create Your Path** Selection Committee on July 11th. **Please note that we only require the proposal in written form and documentation of past works at this stage in the process.**

Collaborative practices

Artists are welcome to submit proposals that also consider community involvement and interactivity with, for example, community groups, students and artist collectives.

Proposed works can be painted, digital banners or other mediums. Feasibility of installation, operations (if applicable) and ongoing maintenance will be a consideration in the shortlisting process and Final Design call.

In their proposal, Artists may indicate a specific site they wish to respond to and/or specify that they are open to the Selection Committee considering the most appropriate site.

Interested artists/artist teams are invited to submit:

(For details see Section E and J)

- Contact information
- Maximum 500-word project proposal (1 page)
- Short bio including past experience working on similar projects (Max 300 words per team member)
- CV (2 pages maximum)
- Contact information for 3 references
- Documentation of up to 10 images of past work (jpeg format 72 dpi, dimensions of 1024 pixels on longest side - approx. 500 KB) along with an image list including Title, Dimensions, Medium, Years created, any relevant collaborative partners and budget (if applicable).
- Preliminary budget template (See Appendix 1)

Note: Selected candidates for the Red Cross building must have, or will be required to complete Working at Heights and Aerial Work Platform training and will be asked to provide their course completion plan at the shortlisting phase if selected.

A. Eligibility Requirements:

Artists located within the Greater Toronto Hamilton Area (GTHA). International artists are eligible to apply providing they are currently residing in the GTHA.

B. Project Background

Launched in 2012, **StreetARToronto (StART)** is an innovative, public-private partnership designed to develop, support, promote and increase awareness of street art and its role in adding beauty and character to neighborhoods throughout the City. StART's philosophy is based on the belief that when communities find their voices, address shared identities and nurture the talent of artists, we all benefit from a more welcoming visual landscape. StART is a program of the City of Toronto, Transportation Services Division and is an integral part of the City's Graffiti Management Plan.

Create Your Path was initiated 2014 by Ward 18 Councillor Ana Bailao. StART was approached to install art projects along selected buildings' western elevations facing the WTR. This request was rooted in community members' desire for change along the trail.

Project delivery is being coordinated by StART in collaboration with City of Toronto Parks, Forestry and Recreation Division. Crazy Dames and Gladki Planning Associates (GPA) have been brought on to co-design and facilitate the community engagement and artist selection process, which is taking place in two phases:

The Visioning Phase (Phase 1 March - May 2017) included a series of community engagement events organized to understand how community members feel about the current WTR, how they envision the trail and what types of imagery and themes they would like to see along the path. The themes developed in Phase 1 form the basis of this REOI.

The Artist Selection Phase (Phase 2 May - July 2017) will include the review of the artist proposals by both a selection committee and subsequent community engagement events. The Selection Committee, comprised of members of the neighbourhood, the art community, and City of Toronto representatives will then help to select artists to develop the street art projects along the railpath.

C. Project Sites

Please note that the final dimensions, location and budget have not been finalized and are subject to revision. We will provide more information once the details have been confirmed.

Two locations:

1) The Red Cross Building, 21 Randolph Ave
Dimensions: 1200 m² (76m long, 16m high)

2) Wallace Lofts, 371 Wallace Avenue
Dimensions: 180 m² (60m long, 3m high)

D. Site Images



The Red Cross Building, 21 Randolph Avenue



Wallace Lofts Fence, 377 Wallace Avenue

E. Artist Call for Proposals (Stage 1 of a two-stage process)

To respond to this Artist Call, please submit an application with the components detailed below.

Please note we now accept electronic submissions. When submitting an electronic copy of your application please ensure that **one PDF** document containing all of the below information is submitted, saved as **"First name_Last name_CreateYourPath-WTR."** Electronic submissions can be submitted by email or delivered on a USB key or CD.

Applications should include:

1. Contact Information – Artist(s) full name or names (if collaborative), address, phone number, email address and website (if applicable).
2. Concept Proposal – (500 words maximum). A letter of interest including an artist statement, rationale and a preliminary concept that describes any preferred themes, ideas and artistic medium i.e. mosaics, paint, aerosol, photographic image, etc. and methods of required maintenance.
3. Short Bio – (300 words maximum per team member) Include Details of Past Experience.
4. Resume/Curriculum Vitae – (2 pages maximum) If you are submitting as a team/collaborative, each member must provide a personal resume per member.
5. Name and Contact Numbers for Three References – References should be able to speak to your or your group's expertise and experience in relation to implementing projects of similar size and scope.
6. Documentation of up to 10 images of past work (jpeg format 72 dpi, dimensions of 1024 pixels on longest side (approx. 500 KB). Please include the following information for each image: title of work, medium, dimensions (approx.), location and date.
7. Preliminary Budget – Complete the attached budget template (see Appendix 1) with estimated costs.

In the second stage, artists will be shortlisted by a Selection Committee and will be invited to submit final designs prior to the July 11th community consultation (See Section I for more details on Schedule).

F. Overall Deliverables

Overview of final project deliverables and artist responsibilities are as follows:

- The final product shall be a creative installation that is durable and requires minimal maintenance over a five-year period. The installation should be made of appropriate and durable materials, and artists should take into consideration the sustainability of the artwork.
- A work plan will demonstrate how the project will be completed on time, within budget, in compliance with all applicable health and safety regulations, and will be reflective of community input and feedback as obtained during the community consultations.
- All short-listed artist candidates will be required to attend and participate in a community consultation on July 11th 2017 facilitated by Crazy Dames and refine their original design proposal to reflect the discussion at the community consultation.

- The selected artist(s) will be responsible for purchasing and supplying all materials and equipment required for the project including anti-graffiti coating (if applicable to the selected design and material). With assistance from the StART project lead, arranging for any required permits.
- Short listed artist candidates will meet all deadlines as outlined in Section I: Competition Schedule.

G. Budget

The street art project estimated budget will be determined at the start of Stage 2: Final Design which will include site preparation, design, fabrication, delivery to the site, installation, drawings, approvals or permits (if required), insurance, travel costs, artist fees, maintenance plan and applicable taxes. Shortlisted artists will be required to submit a detailed budget with their final proposal.

Please note that the final dimensions, location and budget will be discussed in detail in Stage 2 and are subject to revision.

H. Selection Criteria for Artist Proposals (Responses to Artist Call)

The following evaluation criteria will be used in Stage One of the selection process:

- Demonstrated excellence of past work in projects of similar size and scope, as well as any other relevant artistic qualifications: **20%**
- How the applicant meets the objectives of the call, including responding to the guiding themes and principles of HERITAGE • LAND • INTERCONNECTION: **25%**
- Aesthetic potential for the proposal and whether it is appropriate for the large space and public environment in which it will be installed: **25%**
- Overall quality, clarity and cohesiveness of presentation package and its content: **20%**
- Project Budget and feasibility, including any proven capacity to complete the work on time and on budget: **10%**

I. Competition Schedule

Deadline for submission of artist proposal	Friday, May 26 th , 2017, 11:59 pm
Notification of short-listed artists and request for final designs distributed.	Monday, June 5 th , 2017 at 10 am
Open house/Community Consultations for artists to present detailed designs to community for Dupont Underpass. Shortlisted artists for Red Cross and Wallace Lofts will be announced.	Monday, June 5 th , 2017 at 6:30 pm
Online Consultation Period	Wednesday July 5 th to Wednesday July 12 th , 2017
Open house/Community Consultations for artists to present detailed designs to community	Tuesday, July 11 th , 2017 at 6:30 pm
Final Selection Committee meeting	Thursday, July 13 th , 2017
Notification of successful artist	Mid-July 2017

J. How to Apply

Submissions must be complete and submitted by email OR delivered on a USB key or CD **as one PDF document** containing all of the above information saved as **"First name_Last name_CreateYourPath-WTR"** and delivered to:

Carolyn Taylor
Project Lead, StreetARToronto (StART)
carolyn.taylor@toronto.ca
City Hall, 23rd Floor, East Tower
100 Queen Street West
Toronto, Ontario
M5H 2N2

by **Friday, May 26th** no later than **11:59 pm**. Submissions will not be accepted past the deadline.

For further information or general questions, please contact:
carolyn.taylor@toronto.ca

Appendix 1: Preliminary Budget

#	Project Expenditure Category	Details/Notes	Budget Amount
1	Artist Fees (not to exceed 50% of project budget)		
2	Design Development	Shortlisted Artist Candidates will be paid \$1000 for Stage Three design concept development	\$1,000
3	Materials and Fabrication		
4	Transportation, Installation and other Requirements (lighting, etc)		
5	Insurance*		
6	Subtotal		
7	Taxes on subtotal		
8	Contingency (10% of project subtotal above)		
9	TOTAL BUDGET		

*The selected artist agrees to purchase and maintain in force, at her/his/zir own expense and for the duration of the work, the following policy of insurance, which policy shall be in a form and with an insurer acceptable to the City. A certificate evidencing the policy coverage, signed by the insurer or an authorized agent of the insurer, must be delivered to the City prior to the commencement of work:

A. Commercial General Liability provided that the policy:

- (i) is in the amount of not less than Two Million Dollars (\$2,000,000.00), per occurrence;
- (ii) adds the City of Toronto and Metrolinx as additional insureds;
- (iii) includes Non Owned Automobile Liability, Employer's Liability and/or Contingent Employer's Liability, and any other provision relevant to the services;
- (iv) Includes a clause, which will provide the City and Metrolinx with thirty (30) days' prior written notice of cancellation (15 days if cancellation is due to non-payment of premium).