



## **Call to Artists:**

### **Request for Portfolio Submissions for the Development of Murals in Peace River**

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Date of Issue: April 13, 2021

Deadline to submit: Noon, May 17, 2021

#### **Overview**

The Town of Peace River is requesting portfolio submissions and qualifications from artists / artist teams able to complete a mural in Peace River in the summer of 2021, or in future years - we will retain a collection of portfolios for future years. Artists will be informed if they are on the future list by July 2021. We will select artists, and muralists with varied experience who can execute projects large and small, and who want to contribute to the betterment of the community through art. We value creativity, diversity and talent in our artists.

Since 2016, the Town has installed 7 murals throughout Downtown. The murals have been very popular and supported by the community. They have added vibrancy, whimsy, enhanced the unique character of our Downtown, and improved the aesthetic maintenance of the Downtown. We are eager to continue building on this momentum.

The Town does not have a specific theme. The Town wishes to work with artists that celebrate the vibrant character of our community with art works that enrich our cultural landscape, support community building, and promote dialogue. The Mural Artist will work with the Town and the building owner to determine and finalize specific mural subject matter and design.

#### **Artist Requirements to Paint for the Town of Peace River**

- Artists must be available to start and finish their mural painting during the summer of 2021 (or future years). Please indicate if you are available in 2021, but do not hesitate to submit your portfolio for future consideration.
- Artists from outside of Peace River, Alberta must make their own travel and accommodation arrangements for the painting period (artist fees will reflect the additional travel expenses).
- Artists will provide their own paint and painting supplies.
- Artists must be comfortable with using elevation equipment, depending on the wall (scissor or boom lifts, scaffolding, ladders);
- Artists will be working outside for the duration of the painting period and must provide all needed supplies and gear to work in any weather condition.
- The selected Artist must provide their own scaffolding/ladders/lifts to complete the work. The Town may work with the Artist to source the scaffolding/ladders/lifts. The Artist may be required to have \$2 million liability insurance. The Artist should indicate if they are able to meet this criteria.
- The Artist must enter into a contract with the Town of Peace River.

#### **The Project**

It is anticipated the project will include the following steps, which the Artist(s) will be responsible for:



1. Work with Town or designate and Building Owner to determine and finalize a design concept. The Artist is responsible for completing all research and, consultation with the Town required to design and implement the mural project. Final approval of the design concept will be based on a full colour rendering.
2. Prepare and prime the walls may be included in the project. The Town, Building Owner and Artist will discuss based on the specifics of the site and mural.
3. Paint the mural.
4. Prep and apply a UV/anti-graffiti protective coat to the entire wall if recommended (to be discussed with and confirmed with the Town).
5. Provide a list of all materials / colors used to the Town of Peace River for future reference.

### **Restrictions on Mural Content**

Tags, acronyms, registered trademarks, or commercial advertising are not permitted as part of the artwork. A business' name or logo is not allowed as part of the artwork as all murals are sponsored the Town of Peace River.

The signature of the Artist, or any other mark which references the Artist may be placed in the right-bottom of the mural, and may not form part of the overall design.

### **Budget**

The total project budget for 2021 is \$10,000 - \$18,000.

### **Artist Selection Process & Criteria**

All submitted portfolios will be evaluated based on the objective of selecting a diversity of:

- artists (identities, gender, ethnicity, etc.);
- style/media (artworks of all schools, styles, scales, mediums and tastes should be considered);
- origin (local, provincial, and national talent);
- qualifications (, particularly local with a mastery or skill in mural design and implementation)
  - Skill: mastery or skill in mural design and implementation
  - Experience: established and developing artists successful completion of public mural of a similar nature
- extras: any desirable process or product elements that the Artist can provide, to which go above and beyond the requirements .

### **Application Guidelines and Timeline**

All portfolios must include:

- The Peace River Artist Portfolio Submission Form;
- A letter of interest;
- Current resume and references. If this is an artist team submission, resumes should be included for all participants. Artists working as a team must identify one person as the primary contact;



- Visual documentation of past works up to a maximum of 10 images;
  - Images are preferably jpeg, pdf, or tiff format, and a minimum of 150 dpi;
  - Please include a brief description of the works shown, including details of style, media, photo credit, date, size.

**Deadline for Submissions:**

*Please note that applications will not be accepted by fax.*

All submissions will be retained as a record of the process.

All materials must be submitted by noon on May 17, 2021 via email or in a sealed envelope by hand, mail or courier to:

Town of Peace River  
Attn: Alisha Mody, Manager of Planning and Development  
9911-100 Street Peace River, AB T8S 1S4

For more information contact Alisha Mody, Manager of Planning and Development at 780-624-2574 or [amody@peaceriver.ca](mailto:amody@peaceriver.ca)

**Loss or Damage:** While every precaution will be taken to prevent loss or damage, the Town of Peace River and their agents shall not be liable for any loss or damage, however caused.



## Peace River Artist Portfolio Submission Form

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Town/Province

\_\_\_\_\_  
Postal Code/Country

\_\_\_\_\_  
Phone (home)

\_\_\_\_\_  
Phone (work)

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Website (if applicable)

How did you hear about this Call to Artists?  
  
\_\_\_\_\_

I, \_\_\_\_\_ (print name) hereby make a submission for the Town of Peace River and am in agreement with the Terms of Submission as outlined in the information package.

\_\_\_\_\_  
Artist Signature

\_\_\_\_\_  
Date

*This information is being collected under authority of sections 33(a) and (c) of the Freedom of Information and Protection of Privacy Act. Your personal information will be used for the purpose of establishing the Peace River Public Artist Database. Please be advised that your name, address, and details related to submission may be included on reports that are available to the public as required or allowed by legislations. All personal information will be managed in compliance with the provisions of the FOIP Act. Questions about the collection of this information can be directed to the Director of Corporate Services (780) 624-2574.*