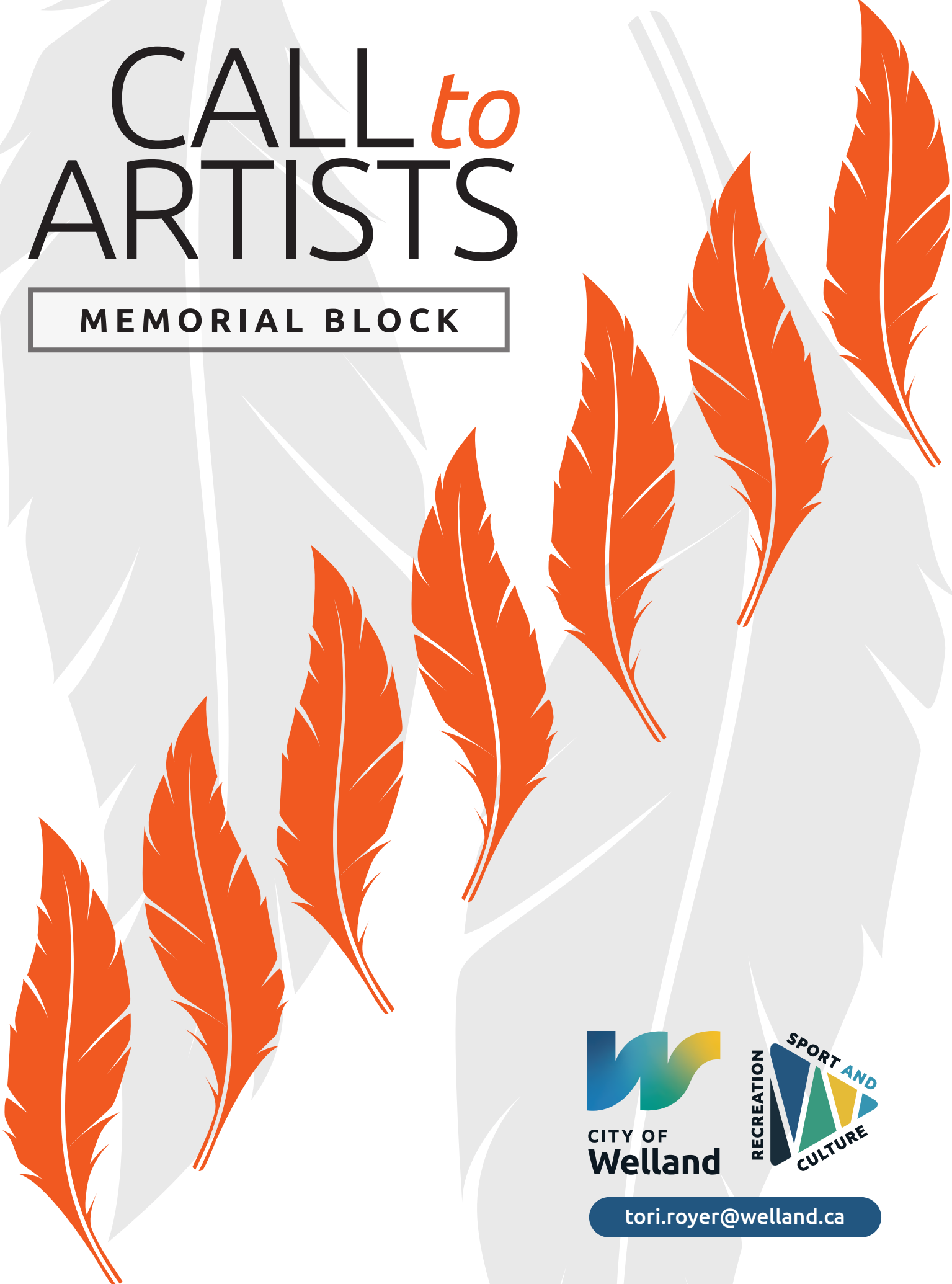


CALL *to* ARTISTS

MEMORIAL BLOCK



tori.royer@welland.ca

Contents

Call To Artists Opportunity 2

The Project 2

Expectations of the Artist..... 3

Budget..... 4

Selection Criteria..... 4

Selection Committee..... 4

Submission Requirements 5

Application Deadline 5

General Provisions..... 5

Call To Artists: Memorial Block Application Form..... 7

Call To Artists Opportunity

The City of Welland Recreation, Sport, and Culture Division is seeking an Indigenous artist and/or artist collective with exterior art installation experience to submit their preliminary design and plan of execution for the outdoor painting of the Memorial Block. In addition, Indigenous artists and artist collectives should provide pictures of previous outdoor works if available. One single commission will be awarded for the project.

This project aims to artistically paint the Memorial Block next to the Truth and Reconciliation crosswalk at the entrance to Market Square off Division Street. The art should recognize and honour Indigenous culture and ancestry while recognizing the goals of Truth and Reconciliation. Market Square is a popular location that sees users all year round. Activities that take place in this location and other amenities located within this area are as follows:

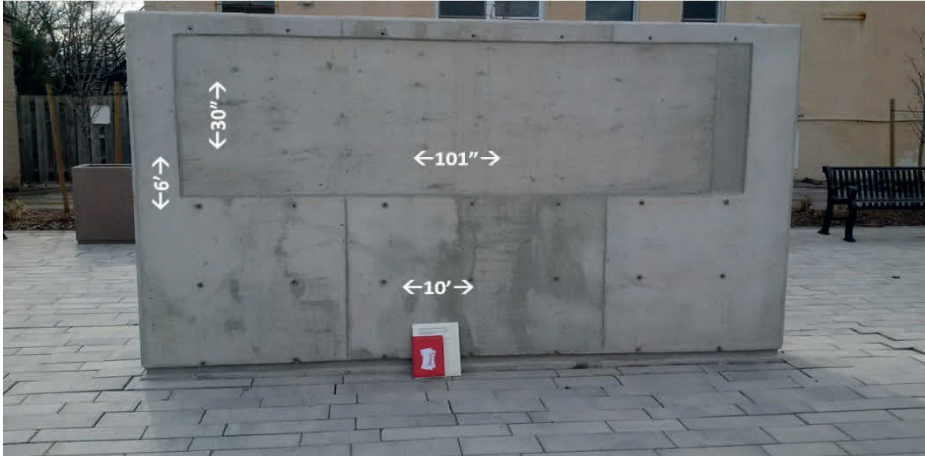
- Welland Farmers' Market
- Welland Supper Market
- Annual Zombie Walk
- Hometown Christmas
- Annual Truth and Reconciliation ceremony and walk

Creating a vibrant canvas on the Memorial Block provides/fosters the community with a sense of pride in public art and enhances the quality of life for residents and visitors to the area. This investment in the painting of the Memorial Block will yield returns such as:

- Space enhancement
- Growth in the outdoor Arts and Culture of Welland
- Connecting local Indigenous artists with the community
- Connecting our Indigenous community to our public spaces

The Project

The Memorial Block is located at the Market Square entrance off Division Street which borders Market Square at 70 Young Street in Welland. The surface is a polished concrete that is currently painted orange. The project would include an artistic painting on some or all surfaces of the Memorial block currently painted orange. We are looking for a creative theme that celebrate Indigenous culture, folklore and the spirit of Truth and Reconciliation.





Once the project is completed, the exterior will be coated with a projective clear paint to preserve the project for three (3) to five (5) years, at a minimum.

The artistic design must adhere to the following parameters:

- Be an outdoor mural suitable for exhibition in a public space.
- Celebrate the Indigenous community and heritage including, but not limited to, history, culture, recreation, and folklore.
- Must not promote violence, hatred, or contempt against any group
- Must not include any business name/logos outside the City of Welland or Recreation, Sport, and Culture
- Must not include any branded tags, acronyms or commercial advertising
- The mural will incorporate the artist(s) name and date in the bottom corner.

We recommend the artist(s) visit the Memorial Block during the preliminary design before submission to see the block and factor in the exterior surface and the overall feel of the space.

Expectations of the Artist

The expectations of the successful artist(s) include, but are not limited to:

- Develop project concept, budget and detailed design
- Oversee production and installation of work:
 - The artist(s) will be responsible for preparing the surface to ensure the design/paint adheres to the surface correctly for durability and longevity
- Provide a warranty of 3 years on the artwork
- Attendance at mandatory meetings, such as consultations, site visits, progress meetings, etc.
- Exercise safety and caution while working, wearing protective equipment as required
- Maintain a completion schedule, provide notice if there will be any delays and reason for delays
- Hold personal insurance coverage to perform the project. The City of Welland will not be held responsible for any injury of the artist(s) that could occur during the commissioning of the mural

Budget

The proposed budget must include, but is not limited to:

- Artist(s) fees
- Concept plan and expenses
- All materials, except for the final protective coating
- Any special materials/tools required for the completion of the project.

Artist(s) payment will be made in two installments:

- 25% at the signing of the Memo of Understanding (MOU)
- Final payment will be paid at completion of the project.

Selection Criteria

Submissions will be assessed based on the qualifications, conceptual approach, and experience. Submissions must include:

Artist(s) concept – vision and approach

- Artist(s) qualifications – past experience with artist outdoor painting/projects
- Examples of previous artworks, preferable outdoor installations
- Project description
- Design concept – rendering of the design for the Memorial Block
- Project timeline

Selection Committee

Submissions will be reviewed by City of Welland Staff within the Community Services Department and input from Advisory Committees. Representatives will be from the following divisions and advisory committees:

- Recreation, Sport, and Culture
- Parks
- Facilities
- Waterway Advisory Committee
- Arts and Culture Advisory Committee

The City of Welland will have the final approval of the awarded submission and will work directly with the successful artist(s).

Submission Requirements

Submissions must include the following to be forwarded to the Selection Committee:

1. **Application Form:** Included in this document
2. **Artist(s) Concept:** A one page document describing the general approach and how the general vision for this project was created
3. **Artist(s) Qualifications:** Artist must be of Indigenous ancestry, provide a description of this ancestry including identifying which band/tribe that they belong to. A maximum of three-page resume of past outdoor projects, providing experience with outdoor artwork. If submitting as a collective, each artist will have to include their qualifications
4. **Visual Images:** Digital images of completed outdoor previous projects. A minimum of two and maximum of four per previous project
5. **Project Description:** A detailed project description including material requirements. The project description should include how the project reflects Indigenous history, culture and honours truth and reconciliation. It should explain in further detail how the vision for this project was created and how it will engage the community and visitors in this area
6. **Project Budget and Timeline:** A budget of all materials and fees for this project, as well as a timeline that artist(s) will follow to complete the project
7. **Concept:** A scaled concept/rendering of the design proposed for the Memorial Block

Application Deadline

All submissions for this Call to Artists are due on or before **Friday, September 20th by 4:00 pm**. Incomplete or late submissions will not be accepted. All submission materials will not be returned.

General Provisions

Communication with the Selection Committee

- Any verbal or written communications will be between submission artist(s) and the City of Welland Recreation Coordinator – Tori Royer at tori.royer@welland.ca
- Any communications between other Selection Committee Members, unless previously authorized, may result in disqualification of a submission

Conflict of Interest

- Artist(s) must disclose any potential conflict of interest within their project submission, including any which involve City employees, members with the Advisory Committees or Council members

Intellectual Property

- The artist(s) will retain copyright of the artwork (name and date are to be integrated into one of the bottom corners of the project)

- The artist(s) must assign ownership of the artwork to the City of Welland
- The City of Welland will not alter the artwork for maintenance, conservation, etc., unless the damage is to severe without consulting the artist(s) for a term of three years
- The City of Welland reserves the right to cover, decommission the artwork if necessary
- The artwork will be displayed for a minimum of three years to five years

Concept Design/Renderings

- Concept design/renderings might be displayed publicly in open forum, including social media
- Concept design/rendering submissions will not be returned

Original Artwork

- The artist(s) must guarantee that the proposed artwork is original and does not violate the copyright of another artist(s), organization, or licensed graphics

Reserved Rights

- The City of Welland and selection committee are not obligated to accept any of the submissions, and reserve the right to reissue the Call to Artists, make no selection or cancel the process/project as required

Submission Requirements

- All submissions are to be received via email, attention to Tori Royer at tori.royer@welland.ca
- No extensions will be granted and late submissions will not be reviewed
- Review the full Call to Artists document to ensure compliancy with submission requirements
- Incomplete submissions will not be considered

Warranty

- Artist(s) will be required to provide a suitable minimum three year warranty from the date of project completion

Call To Artists: Memorial Block Application Form

Submit applications by email to: tori.royer@welland.ca

Name(s): _____

Address: _____

City: _____

Postal Code: _____

Phone: _____

Email: _____

Website: _____

Social Media: _____

Submission Requirements Checklist:

- Application Form (this page)
- Artist(s) Concept
- Artist(s) Qualifications
- Visual Images
- Project Description
- Project Budget
- Project Timeline
- Project Concept

Please let us know how you found out about this Call to Artists:

By submitting this Application Form, I agree to all provisions of this Call to Artists.

The personal information on this form is collected pursuant to the Municipal Act, 2001 and in accordance with the Municipal Freedom of Information and protection of Privacy Act and will be used for the purposes of participating in and administration of the City of Welland Call to Artists – Memorial Block.

Submission Artist Name: _____

Submission Date: _____

Submission Artist Signature: _____