

## 2018 StreetARToronto Underpass Program (StART UP) Artist Roster

The City of Toronto invites artists to submit an Expression of Interest (EOI) to participate in StreetARToronto's Underpass Program, **StART UP**. **StART UP** will endeavor to provide opportunities for artists to create works of art that contribute to the program mandate to make our City's underpasses safe, walkable and beautiful. This project is being implemented by **StreetARToronto (StART)**, part of the Public Realm Section of the City of Toronto's Transportation Services Division.

The goal of this Expression of Interest (EOI) is to obtain a roster of artists who will be eligible to participate in **StART UP** projects.

### Background

**StreetARToronto (StART)** comprises a suite of innovative programs specifically designed for streets and public spaces. Initiated as an integral part of the City's Graffiti Management Plan, StART has been successful in reducing graffiti vandalism and replacing it with vibrant, colourful, community-engaged mural, street and graffiti art. StART programs encourage active transportation (walking and cycling), make our streets more inviting and safe, reduce overall infrastructure maintenance costs, showcase local artists, mentor emerging talent, and create opportunities for positive engagement among residents, business, artists, arts organizations and City staff. While based on themes relevant to local neighbourhoods, StART art works and artists also reflect the City of Toronto motto: Diversity Our Strength and foster a greater sense of belonging among all. An initiative of the City of Toronto, Transportation Services Division, Public Realm Section, StART has become a leader in significant mural, street and graffiti art installations in the city of Toronto since its inception in 2012.

This EOI for the 2018 **StART UP** Artist Roster is part of a comprehensive program to enhance and transform selected City underpasses with improved lighting, sidewalks and walking conditions, pigeon proofing, removal of weeds and the installation of mural, street and graffiti art. **StART UP** aims to transform up to five (5) underpasses per year, with the mural or street art installation being the final component of the program. Qualified artists will be added to the **StART UP Artist Roster**, and the commission for each underpass will be awarded following a two-stage selection process outlined below. Artists are eligible to receive one StART UP commission per calendar year.

### Overview of Artist Selection Process

Artists who meet the criteria will be included in the **StART UP Artist Roster (Stage 1)**. For each underpass selected for the program a Selection Committee, comprised of at minimum: one City Staff representative, a representative from the local Councillor's office, a representative from the community, an artist who has completed an underpass project in the past, and an external art professional, will select and invite five (5) artists from the roster to respond to a site-specific Request for Proposal (**Stage 2**). The five (5) short-listed artists will be provided technical details of the site, the budget for the project and direction for a theme, and will be paid a design fee of \$1,500 to prepare their submission. Artists should be prepared to attend a community consultation and/or respond to community feedback to further guide their work and provide an opportunity for community input into the design. The final submissions will be reviewed by the Selection Committee and a winning design recommended based on the highest total score as judged by the committee.

## Eligibility

Canadian artists who have completed a project with a similar scale and scope are eligible to apply. Artists must have extensive experience in community engaged visual arts practice, street art design and implementation and appropriate health and safety training.

## Project Deliverables

The outcome of all **StART UP** projects is the transformation of the City's Underpasses into safe, walkable and beautiful spaces that are celebrated by the community. In order to achieve this, artists must be willing to incorporate input from the local community to ensure a meaningful and connected art installation.

### The final artwork must:

- Demonstrate artistic excellence (conceptual, aesthetic and technical).
- Be durable and require minimal maintenance. The installation should be made of appropriate and durable materials, and artists should take into consideration the sustainability of the proposed artwork.
- Be engaging to the surrounding community and commuters traveling through the community.

### Artist Responsibilities:

Short-listed artists will be required to:

- Ensure that their proposed artwork responds to the theme provided in the Request for Proposal;
- Attend and participate in a community consultation to further guide or refine their proposal; and indicate how the proposed artwork reflects community input;
- Provide a detailed project budget, including all materials, supplies, equipment, scaffolding, lifts, etc., and a work plan which demonstrates how the project will be completed on time and within budget;
- Submit the final art proposal for Selection Committee review;
- 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 Transportation Services staff, arranging for all required permits, scaffolding and lifts if necessary;
- Propose an installation process that complies with the Ontario Health and Safety Act regulations, the Ontario Traffic Manual Book 7\* and a final design proposal that takes into account public safety.
- Artists, and all personnel, working on scaffolding or lifts must have the appropriate fall arrest certification and harness. Road closures may be necessary to ensure safety and artists must be prepared to work during off-peak hours.

### StART UP Artist Roster Applications should include:

1. Full name or names (if collaborative), address and contact details (telephone and email) and website (if applicable).

2. Resume/Curriculum Vitae - if you are submitting as a team/collaborative, each member must provide a personal resume.
3. Artist Information and Experience – (max two pages)
  - a. Artist Statement and Bio - To understand how and why you do the work you do, please provide an artistic statement that outlines your creative process, inspirations and the materials you work with.
  - b. Statement of Interest – Describe your interest in the program and your goals related to working in the public realm.
  - c. Relevant Work History - Please elaborate on your history of working on large scale commissioned projects. Include experience working on scaffolding and/or lifts and details on health and safety training.
  - d. Community Experience - Describe your experience working in community arts and community consultation, focusing on projects where you have had to incorporate community-led design into your final artwork.
4. Three references – References should be able to speak to your expertise and experience in relation to implementing projects of similar size and scope.
5. Images of past work - up to 5 images. Please include digital images in JPG format of past work in any medium that best illustrates your qualifications for this project. Please include the following information for each image: Title of work, medium, dimensions (approx), location and date of installation.

### **StART UP Artist Roster Evaluation**

Submissions will be evaluated based on the following criteria. To be eligible for the **StART UP Artist Roster** the final score must be greater than 75%.

- Demonstrated excellence of past work in projects of similar size and scope: 30 points
- Artist qualifications and proven capability to produce work of the highest quality: 25 points
- Proven capacity to engage and collaborate with the local community in concept development and final artwork rendering: 25 points
- Completeness, quality and clarity of submission package: 20 points

### **Application Process and Deadline**

Please submit one electronic copy of your application in PDF format. Please compile all sections of your application into one PDF document and save it as (artist last name\_ artist first name\_ StARTUP)

By email to: Carolyn.taylor@toronto.ca



Submissions must be received **by 4:30 p.m., Monday January 29, 2018**. Submissions will not be accepted past the deadline.

For further information or general questions please contact:  
Carolyn Taylor: 416-392-4205; [Carolyn.taylor@toronto.ca](mailto:Carolyn.taylor@toronto.ca)

\* Follow the steps below to download a PDF of the complete OTM Road Book Manual which contains OTM Road Book 7.

1. Access the MTO Library On-line. Cut & paste the following into your browser.  
<http://www.mto.gov.on.ca/english/transrd/>
2. Choose (double-click) the Library Catalogue.
3. Type in Ontario Traffic Manual in the Title box.
4. Choose (double-click) the January 2014 version of Book 7 – Office Edition ( Item # 5).
5. Choose (double-click) on the paperclip (attachment).
6. Download & save to your computer.
7. <http://www.mto.gov.on.ca/english/transrd/>