

Request for Expression of Interest

StreetARToronto / Financial District Business Improvement Area - Graphic and Photographic Art Design *Outside the Box Program*

Introduction

This project is being implemented by StreetARToronto (StART), part of the Public Realm Section of the City of Toronto's Transportation Services Division in collaboration with the Financial District Business Improvement Area.

Launched in 2012 as an integral part of the City's Graffiti Management Plan, **StreetARToronto ("StART")** is an innovative, public-private program designed to develop, support, promote and increase awareness of street art and its role in adding beauty and character to neighbourhoods and public spaces throughout the City. By making streets more appealing, vibrant and welcoming StART installations also encourage active transportation (walking and cycling) and showcase creative talent while reducing graffiti vandalism and associated costs. The [StART Outside the Box Program](#) provides an opportunity for local artists to create works of art for installation on traffic signal control cabinets.

The Toronto Financial District Business Improvement Area (BIA) represents Toronto's premier business centre, an area that includes Union Station, the PATH underground walkway and Canada's five major banks and most prominent firms.

With a mandate to promote economic development in the area, initiatives include public realm improvements, showcasing the daily activity of Financial District businesses at TorontoFinancialDistrict.com and @MyTOFD, and identifying collaborative opportunities that ensure the Financial District and PATH are well-maintained, integrated, connected and accessible. Funding is received through a special levy on commercial real estate within its jurisdiction. Membership includes all employees and businesses in the Financial District.

Call Summary

The City of Toronto invites visual, photographic, digital and graphic artists and artist collaborations to submit an Expression of Interest (EOI) to create designs that will be digitally reproduced on two-dimensional vinyl wraps and installed on traffic signal control cabinets located at intersections within the City of Toronto Financial District (Exhibit 2). This request pertains to the design of graphic and photographic art work only.

The goal of this project is to beautify and animate the streetscape within the boundaries of the Financial District BIA (Exhibit 1). Designs should reflect the character of the City and the Financial District, a globally competitive financial centre, in particular; for example, designs could include themes related to the history, architecture or activities in the Financial District. Based on relevant professional credentials and a portfolio of past work submitted in response to this EOI, a short-list of applicants will be invited to respond to a Request for Proposal to prepare an initial design for public review and input. Short listed

artists will be paid a fee of \$1,000 total for their initial design(s) and any modifications they choose to make following public input. At the final stage of the process, proposals will be reviewed by the selection committee which will recommend artists for the project. It is anticipated that several designs will be selected and used throughout the Financial District. Each artist and artist collaborator is invited to submit a maximum of (2) initial designs.

Submissions may be provided in .pdf or .jpeg format, however final selected designs must be provided in a file format compatible with the vendor that will be producing the vinyl wraps (i.e. TIFF, PSD, EPS files or other file types as requested, with a minimum resolution of 300 dpi).

Key Scheduled Milestone Dates

Application Deadline:	March 5, 2018 2018, 4:30 p.m.
Response to EOI:	March 5, 2018, 4:30 p.m.
Notification of Short Listed Artists & RFP Invitations:	March 23, 2018
Submission of Initial Designs:	April 13, 2018
Public Review & Input Period:	Four-hour lunch consultation in the PATH on one day during the week of April 16 th , 2018 (date TBD)
Submission of Final Proposals:	April 23, 2018
Meeting with Selection Committee:	Week of April 30, 2018
Submission of Final Designs:	May 14, 2018

A. Eligibility Requirements

Toronto based artists and artist collaboratives with relevant experience are eligible to apply. Artists must be at least 18 years old. **Emerging visual, photographic, digital and graphic artists are also encouraged to apply.**

City of Toronto employees, including its Agencies and Corporations, are not eligible to apply.

B. Project Site and Context

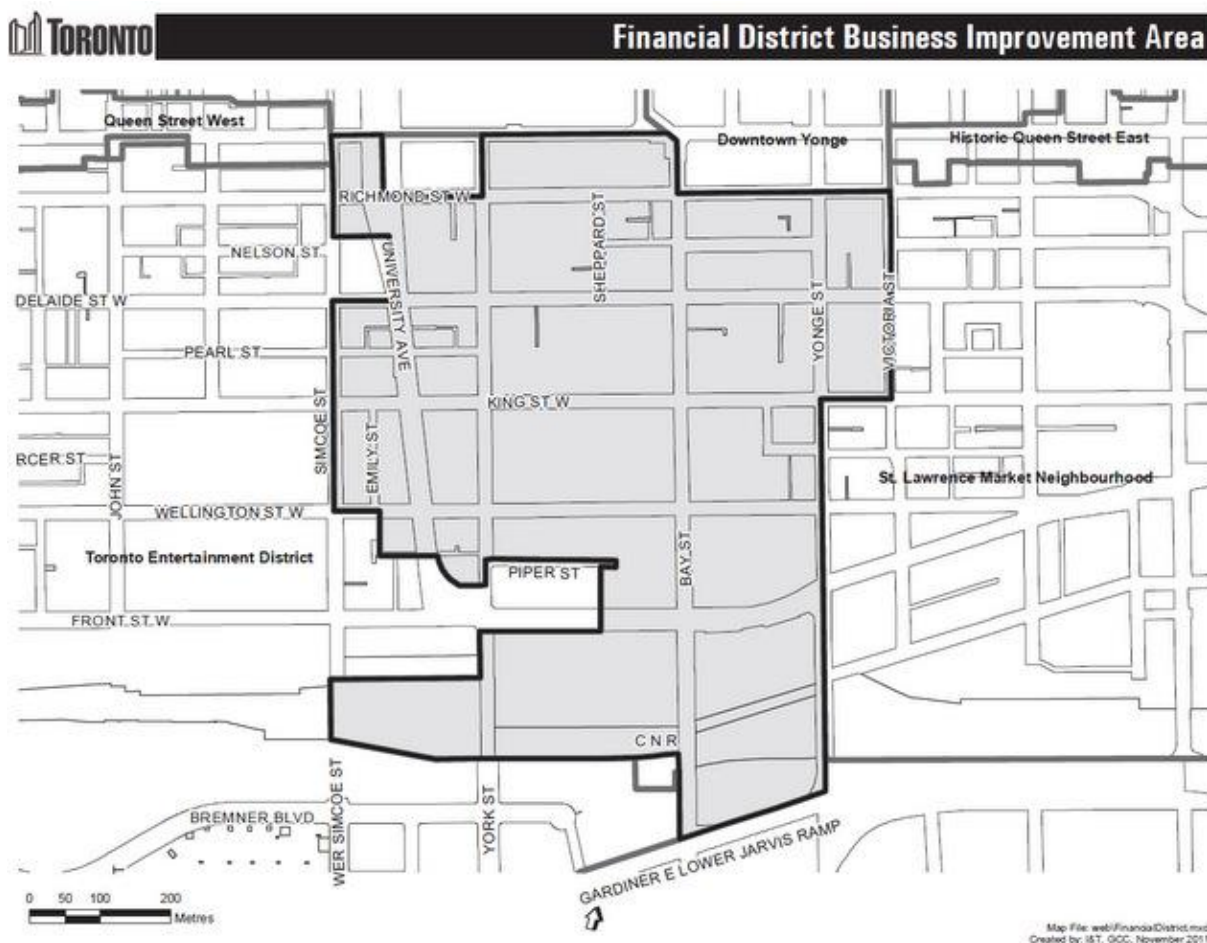
As Canada's premier economic centre and a global financial presence, the Financial District is Toronto's public face to the world. The area showcases Canada's most prominent office towers and is home to world-class architecture and design. Toronto's Financial District is Canada's preeminent financial centre, the 2nd largest financial hub in North America after New York, and one of the top 10 financial centres globally, and is home to:

- The head offices of Canada's five largest banks and TMX Group, which owns and operates Canada's leading public equities markets, Toronto Stock Exchange (TSX) and TSX Venture Exchanges (TSXV);
- The majority of foreign banks/ subsidiaries/branches in Canada;
- The majority of pension funds, including 4 of the country's largest Public Pension Plans;
- Canada's largest concentration of Class A office space, with more than 33 million sq. ft.;
- More than 1,000 restaurants, bars, shops and services; and
- Union Station, Canada's largest transit hub.

The Financial District has a high volume of pedestrian traffic, including residents, business owners/operators, employees, visitors, and tourists (regional, national, international), in addition to cyclists, transit-users and drivers.

The Financial District BIA has invested significantly in improving the public realm in the district with banners, pole wraps, planters and other street-level improvements. The overall goal of this project is to further improve the public realm the Financial District with artwork reflective of the district's status as a global competitor, enlivening the streetscape and celebrating the diversity of Toronto, while reducing vandalism.

Exhibit 1: Boundaries of Financial District BIA



C. Design Principles

- High quality creative design that fits the character of the district.
- Animate streetscape to make walking, cycling, driving appealing and enjoyable
- Reflect character of Financial District
- Reflect diversity of Toronto
- Resonate with public
- Deter vandalism
- Design proposals must include all visible sides of the cabinet
- Designs must be conducive to digital reproduction on a two-dimensional vinyl wrap
- Designs must not contain:
 - Any representations of traffic lights, signs, or signals;
 - Advertisement or promotion for any business, product or viewpoint;
 - Vulgar, profane, offensive or insensitive images or writing;
 - Any breach of intellectual property, trademarks, brands or images of illegal activity;
 - Words or messages.

Exhibit 2: Location of Traffic Signal Control Cabinets to be Wrapped

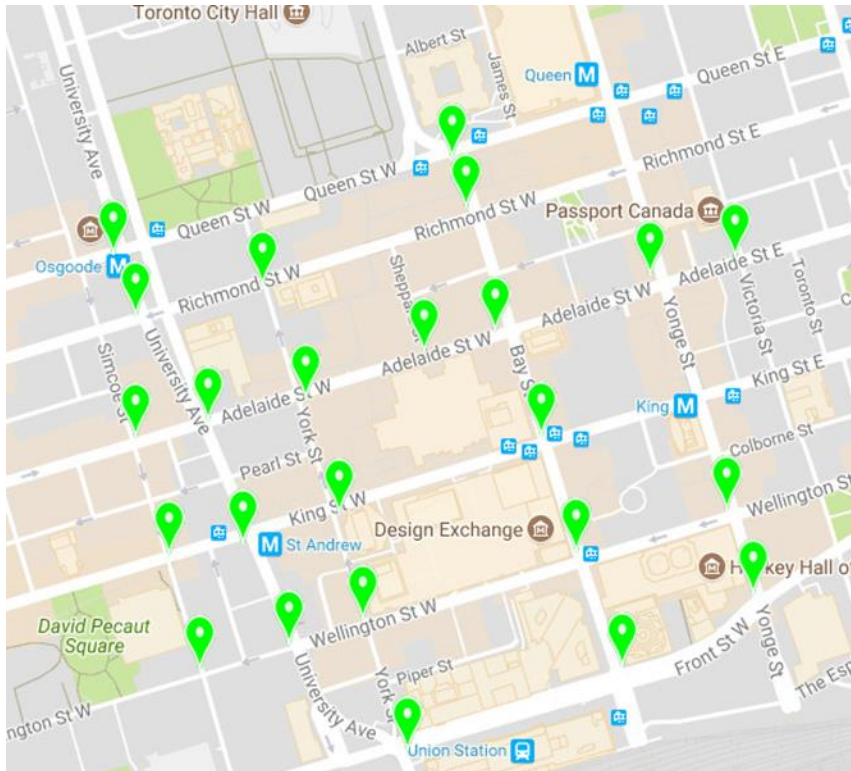
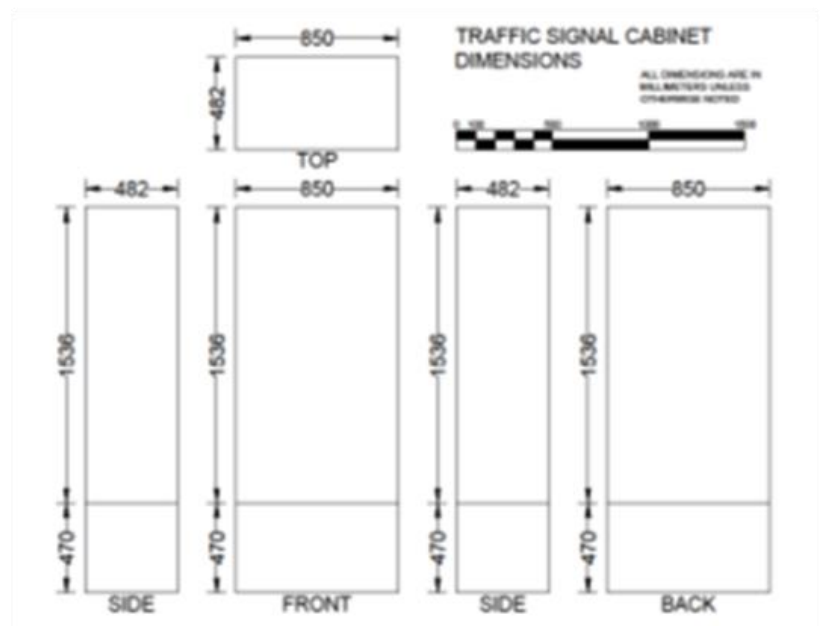


Exhibit 3:
Traffic Signal Control Cabinet



Exhibit 4:
Traffic Signal Control Cabinet – Dimensions



D. Deliverables

Preliminary design submissions may be provided in .pdf or .jpeg format; however, final selected designs must be provided in a file format compatible with the vendor that will be providing the physical wraps (i.e. TIFF, PSD, EPS, AI files or other file types as requested, with a minimum resolution of 300 dpi).

E. Overview of Selection Process

Artists' designs will be selected through a five-stage process outlined below.

Stage One: Artist Submissions of Response to Request for Expression of Interest

In order to respond to this Request for Expressions of Interest, please submit an application providing the information detailed below.

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_OTB – CoT & FDBIA." Electronic submissions can be submitted by email or delivered on a USB key or CD. PDF by email is preferred.

Applications should include:

1. Contact Information – Artist(s) full name or names (if collaborative), address, telephone number, email address and website (if applicable).
2. Resume/Curriculum Vitae – If you are submitting as a team/collaborative a personal resume must be provided for each member.
3. Artist Statement – (one page maximum). A letter of interest indicating why the artist or artist collective would like to be engaged in this project and how they would contribute to beautifying and animating the streetscape and reflect the character of the City and the Financial District.
4. Details of Past Experience in Community Engaged Visual Arts Practice (one page maximum) – Describe your most relevant experience working in community arts and community consultation, focusing on projects where you have had to incorporate community-led design input into your final artwork. This requirement is preferable but not mandatory, should you not have experience in this specific area. If you do not have experience in this area, please provide a brief explanation on how you might incorporate feedback gathered from a community consultation into your design.
5. Name and Contact Information of Three References – References should be able to speak to your or your group's expertise and, if applicable, experience in relation to implementing projects of a similar nature including public input. Letters of reference are not required.
6. Images of Past Work (up to 10 images/5 double-sided pages) – Please include images of past work in any medium that best illustrates qualifications for this project. Please include the following information for each image: title of work, medium, dimensions (approx.), location, date and client.

Please do not send any materials that are not specifically requested (i.e. transparencies,

DVDs, videos, articles, etc.). These materials will not be reviewed, and submissions will not be returned.

See Section K for further details on questions or submissions.

Stage Two: Jury Review of Expressions of Interest and Selection of Short Listed Artist Candidates

Artists' expression of interest submissions will be reviewed by an internal review committee (jury) comprised of at minimum: one City staff representative, a representative from the Financial District BIA, and an experienced public art consultant. The jury will select candidates to be invited to engage in Stage Three of the procurement process (Short-Listed Artist Candidates). The selection shall be based on the selection criteria set out in Section F.

Stage Three: Submissions to Request for Proposals

A Request for Proposal (RFP) will be sent to Short Listed Artists. The RFP will provide submission requirements and selection criteria for the detailed design proposals. Short Listed Artists will be paid a proposal fee of \$1,000 for the purpose of completing their initial proposal. Prior to submitting a final proposal, and provided they are available and interested, all Short-Listed Artists will be required to present their initial proposals in a public location (underground PATH network) and have their designs shared on an online platform for community feedback. The intent of the consultation period is to receive public input to be considered to create the final art design. Each Short Listed Artist will be asked to finalize their design taking public input into consideration.

Stage Four: Final Review and Selection

The jury will review the final proposed designs prepared by Short Listed Artists and select finalists. The selection shall be based on the selection criteria set out in Section F.

Stage Five: Award

The jury will meet with the finalists to discuss their designs, confirm details and make its selection. The jury will have the right to choose more than one design by the same artist. Selected artists or artist teams/collaboratives will be paid a fee of \$2,500 per design to complete their proposal and prepare final designs. Preliminary submissions may be provided in .pdf or .jpeg format, but winning designs will need to be provided in a file format compatible with the vendor that will be providing the vinyl wraps (i.e. TIFF, PSD, EPS, AI files or other file types as requested, with a minimum resolution of 300 dpi).

F. Selection Criteria

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

- Demonstrated excellence of past work in projects of similar size and scope, and preferably (but not required) examples of working collaboratively with communities and organizations in an engaged visual art capacity: 20%
- Artist qualifications and proven capability to produce work of the highest quality: 25%
- Concept is suitable for the site and relates to site history and design principles: 25%
- Artist has proven capacity to engage and collaborate with the public in concept development and final artwork rendering, and to collaborate professionally with project partners: 20%
- Quality and clarity of presentation package: 10%

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

- Artistic merit of the proposed design: 50%
- Professional and collaborative approach to addressing public input: 10%
- Suitability of the proposed design to the City and Financial District specifically the relationship to the context of the area: 20%
- The ability of the design to animate the streetscape and make walking, cycling, driving more appealing and enjoyable: 20%

G. Competition Schedule

Response to EOI:	March 5, 2018, 4:30 p.m.
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H. Artist Fees

Short listed artists will be paid a fee of \$1,000 for their initial design and any modifications they choose to make following public input.

Artists invited to respond to a Request for Proposal will be paid an additional fee of \$2,500, per design if more than one is accepted, to finalize their design proposal(s).

Summary of Artist Fees

Fee for responding to REOI with existing portfolio: \$NIL

Fee for preparing initial design including consultation and revisions, if any: \$1,000 per artist

Fee for preparing final design: \$2,500 per design

I. Ownership and Disclosure of Proposal Documentation

All documentation and materials submitted in response to this Request for Expressions of Interest and subsequent Request for Proposals, along with all correspondence and information provided to the City of Toronto by any Applicant in connection with, or arising out of this Call, once received by the City:

1. Shall become the property of the City of Toronto and may be appended to the Agreement and/or Purchase Order with the successful Applicant; and
2. Shall become subject to the Municipal Freedom of Information and Protection of Privacy Act ("MFIPPA"), and may be released, pursuant to that Act.

Because of MFIPPA, prospective Applicants are advised to identify in their submissions any scientific, technical, commercial, proprietary, or similar confidential information, the disclosure of which could cause them injury.

Each Applicant's name, at a minimum, shall be made public. Proposals will be made available to members of City Council provided that their requests have been made in accordance with the City's procedure, and may be released to members of the public pursuant to MFIPPA.

J. Licence, Copyright, Representations and Warranties

Ownership and Disclosure of Proposal Documentation

All documentation and materials submitted in response to this Request for Expressions of Interest and subsequent Request for Proposals, along with all correspondence and information provided to the City of Toronto by any Applicant in connection with, or arising out of this Call, once received by the City:

1. Shall become the property of the City of Toronto and may be appended to the Agreement and/or Purchase Order with the successful Applicant; and
2. Shall become subject to the Municipal Freedom of Information and Protection of Privacy Act ("MFIPPA"), and may be released, pursuant to that Act.

The City (inclusive of all of its Agencies and Corporations) and the Financial District Business Improvement Area shall have the right at no cost to use images of and information relating to the request for expressions of interest, request for proposals or other competitive process, and the design, fabrication and installation of the artwork, so long as such use is directly and solely related to the promotion of StreetARToronto, city of Toronto, artists and creative talent, the City and/or any its Divisions, Agencies or Corporations.

In addition, and without limiting the foregoing paragraph, the City and/or Financial District Business Improvement Area may, from time to time, have a videographer on site. Artists and artist collaboratives agree to release, to the City, the right to reproduce, adapt and publicly present the work as a cinematographic work and to communicate the work by telecommunication for promotional purposes, without the payment of any additional compensation.

Because of MFIPPA, prospective Applicants are advised to identify in their submissions any scientific, technical, commercial, proprietary, or similar confidential information, the disclosure of which could cause them injury.

Each Applicant's name, at a minimum, shall be made public. Proposals will be made available to members of City Council provided that their requests have been made in accordance with the City's procedure, and may be released to members of the public pursuant to MFIPPA.

Copyright

All artists and artist collaboratives receiving an artist fee for their designs will be required to enter into an agreement granting to the City (inclusive of all of its Agencies and Corporations) and the Financial District Business Improvement Area the right at no cost to reuse the artwork for any purpose and to make and have made, use and permit the use of, distribute and have distributed throughout the world images of the artwork, in any and all media, now and hereafter invented, all as the City sees fit.

Under the agreement, the artist or artist collaborative shall grant the City (inclusive of all of its Agencies and Corporations) and the Financial District Business Improvement Area ownership in and copyright to the artwork and shall waive and release moral rights in the artwork with respect to the right of the City (inclusive of all of its Agencies and Corporations) and the Financial District Business Improvement Area to reuse and distribute the artwork.

Representations and Warranties

Artists and artist collaboratives receiving an artist fee for their designs will be required to enter into an agreement representing and warranting that they are the sole author of the artwork and that the artwork is original and does not infringe any existing copyright contrary to the *Copyright Act* or otherwise provided at law.

The artist or artist collaborative must further represent and warrant that the artist or artist collaborative is the exclusive owner of the rights conveyed to the City and that the artist or artist collaborative has full power and authority to grant the copyright and to well and truly save, keep harmless and fully indemnify the City (inclusive of all of its Agencies and Corporations) and the Financial District Business Improvement Area and their respective successors or assigns against any loss, cost, expense, liability, damage or settlement suffered as a breach of this representation and warranty.

K. 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_OTB – CoT & FDBIA." and delivered to:

Attn: **StreetARToronto**
City Hall, 23rd Floor, East Tower
100 Queen Street West
Toronto, Ontario, M5H 2N2

Or streetart@toronto.ca subject: **OTB – CoT & FDBIA** by **March 5, 2018** no later than **4:30 p.m. EDT**. Late submissions will not be accepted.

NOTE: The City of Toronto assumes no responsibility for lost or damaged submissions. Please do not send any materials that are not specifically requested (i.e. transparencies, DVDs, videos, articles, etc.). These materials will not be reviewed and submissions will not be returned. The City reserves the right to discontinue this call at any time.

For further information or questions related to the call please contact:

Catherine Campbell
Project Lead StreetARToronto
416 392 1028
Catherine.Campbell@toronto.ca

And/or
Catherine Williams
Public Art Consultant
Catherine.williams@rogers.com

For general information about the StreetARToronto Program please contact streetart@toronto.ca.