

StreetARToronto Concrete Barrier Artist Roster

The City of Toronto is considering a range of options to enhance Toronto streets and trails, including the installation of concrete "jersey" barriers in key areas to help ensure pedestrian, cyclist and TTC passenger safety (image of concrete barrier on final page).

To beautify these concrete barriers, and animate the paths, the City of Toronto is seeking submissions from both visual artists, and digital and graphic artists, to become part of a roster of artists to create designs to be either:

- hand painted by the visual artist, on individual concrete barriers, OR
- digitally reproduced on two-dimensional vinyl wraps for installation on the barriers

Submissions must stipulate whether the artist is a graphic designer/artist interested in providing a concept for digital reproduction on a two-dimensional vinyl wrap, or if they are a visual artist interested in providing a concept as original artwork to be hand painted directly onto the concrete barrier, or both.

The goal of this Expression of Interest (EOI) is to establish a roster of artists who will be eligible to participate in StART Concrete Barrier art projects.

Background and Objectives

This art call, to establish a StART Concrete Barrier Artist Roster, is being managed by **StreetARToronto (StART)**, part of the Public Realm Section of the City of Toronto's Transportation Services Division. **StART** is a suite of programs, specifically designed for streets and public spaces, to encourage active transportation (walking and cycling), make our streets more inviting and safe, showcase local artists, mentor emerging talent, reduce overall infrastructure maintenance costs and create opportunities for positive engagement among residents, business owner/operators, artists, arts organizations and City staff. StART art works and artists reflect the City of Toronto motto: ***Diversity Our Strength*** and foster a greater sense of belonging among all.

Overview of Artist Selection Process

Artist submissions must be received **by 4:30 p.m. on Monday April 9, 2018**. In fairness to all applicants, submissions will not be accepted past the deadline.

Submissions will undergo a Technical Review by Transportation Services staff including Public Realm Section staff. Artists who meet the criteria will be included in the StART Concrete Barrier Artist Roster (**Stage One**). For each street or path slated to receive concrete barriers, a Selection Committee, comprised of at minimum: one City Staff representative, a representative from the community and an external art professional, will select and invite three (3) artists from the roster to respond to a site-specific Request for Proposal (**Stage Two**). The three (3) short-listed artists will be provided technical details of the site and concrete barrier and will be paid a design fee of \$500 to prepare their submission. 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.

Committees will evaluate Stage 1 Artist Roster EOIs based on the criteria outlined on page 2.

STAGE ONE

Eligibility

- Artist applicants must reside in the City of Toronto.
- Artist applicants must be at least 18 years old.
- **Emerging visual, photographic, digital and graphic artists are also encouraged to apply.**
- Artists who have experience in and/or are open to community engaged visual arts practice preferred.
- City of Toronto employees are not eligible to apply.

How to Apply

In order to apply to the Concrete Barrier Artist Roster submission call, you must submit the following materials in electronic format only, as **one PDF** document:

1. Artist's full name and contact details (telephone, address and email).
2. Indicate whether you are applying as a visual artist interested in hand painting your design on concrete barriers, **or** as a graphic/digital artist with a design for digital reproduction on a vinyl wrap, or both.
3. A current artist CV or resume (distilled to **one page**), highlighting your most relevant qualifications.
4. Description (maximum 300 words) to briefly explain how your body of work celebrates the unique character of Toronto and/or how it expresses the objectives described on page 1.
5. Three (3) images of your past most relevant work, labelled with the date, title, location and medium (please attach images to your CV, do not submit them as separate picture files).

Please compile all sections of your application into one PDF document and save it as: Artist First Name_Last Name_Concrete_Barrier, and send it by email to Carolyn.taylor@toronto.ca.

Artists responding to this competition must provide a complete application. **The deadline for applications is 11:59 p.m. on Monday April 9, 2018.** In fairness to all applicants, submissions will not be accepted past this deadline. Please do not send any materials that are not specifically requested (i.e. transparencies, DVDs, videos, articles, etc.). If such materials are sent, they will not be reviewed. Submissions will not be returned.

PLEASE EMAIL SUBMISSIONS IN ONE PDF TO Carolyn.taylor@toronto.ca.

NOTE: The City of Toronto assumes no responsibility for lost or damaged submissions and application contents will not be returned. The City reserves the right to discontinue this call at any time.

StART Concrete Barrier Artist Roster Evaluation Criteria

Submissions will be evaluated based on the following criteria:

- Demonstrated excellence of past work in projects of similar size and scope
- Artist qualifications and proven capability to produce work of the highest quality
- Willingness to work with the local community in design concept development and/or implementation
- Completeness, quality and clarity of submission package

Selection of artists for the Artist Roster concludes Stage One.

STAGE TWO

Artists on the StART Concrete Barrier Artist Roster and may be shortlisted to provide a design concept for concrete barriers based on the following process and deliverables:

Project Deliverables

The outcome of StART Concrete Barrier projects is the transformation of the City's concrete barriers into safe, walkable, bikeable and appealing 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. Artists should take into consideration the sustainability of the proposed artwork.
- Be engaging to the surrounding community and commuters traveling through the community.
- 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; and
 - Words or messages.
- For operational reasons, the barriers/artwork may be subject to the installation of signs, hardware and any other necessary alterations, as required.
- The City of Toronto logo may be added to the barriers.

Artist Responsibilities

Short-listed artists will be required to:

- Ensure that their proposed artwork responds to the theme provided in a Request for Proposal;
- Attend and participate in a community engagement session to further guide or refine their proposal; and indicate how the proposed artwork reflects the community;
- Submit a final art proposal for Selection Committee review;
- The visual artist(s) whose design is selected for painting on a concrete barrier(s) will be responsible for purchasing and supplying all materials required for the project, including anti-graffiti coating. Transportation Services staff will arrange for permits, if required.
- The digital/graphic artist(s) whose design is selected for a graphic "wrapper" will be responsible for submitting their Winning design in a file format compatible with the vendor that will be providing the concrete wraps (i.e. TIFF, PSD, EPS files or other file types as requested, including uncompressed resolutions minimums of 150 dpi to 300 dpi). City of Toronto, StART Program will contract the "wrapper" vendor.

Selection of a winning design concludes Stage Two. Stage Two may be repeated multiple times.

Ownership and Disclosure of Proposal Documentation

The documentation comprising and Expression of Interest submitted in response to this Request for Expressions of Interest, along with all correspondence, documentation and information provided to the City of Toronto by any Applicant in connection with, or arising out of this Request for Expression of Interest, 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'
2. shall become subject to the Municipal Freedom of Information and Protection of Privacy Act ("MFIPPA"), and may be released, pursuant to that Act.

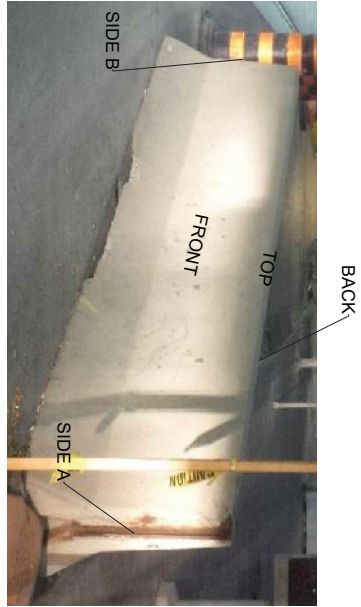
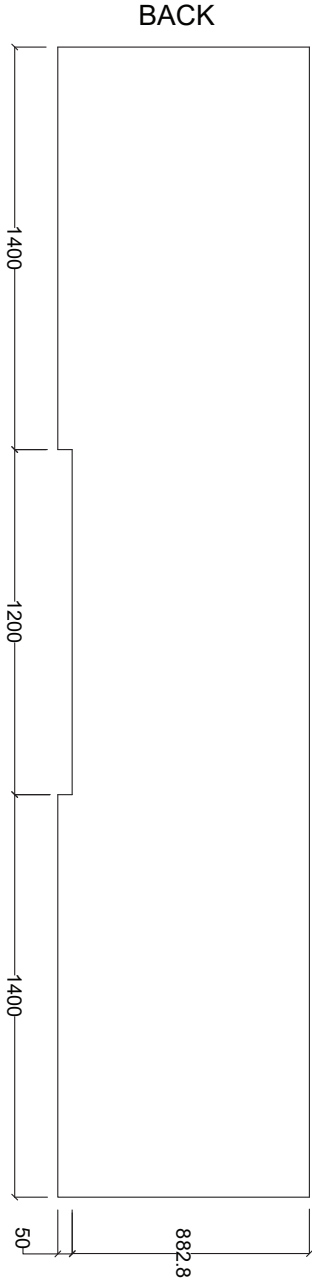
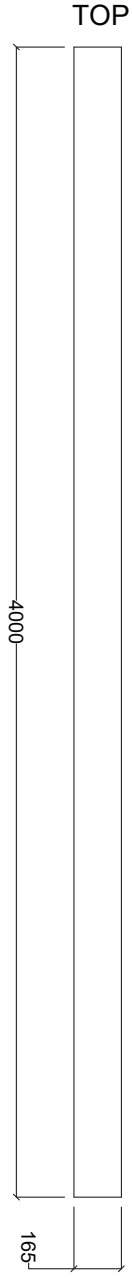
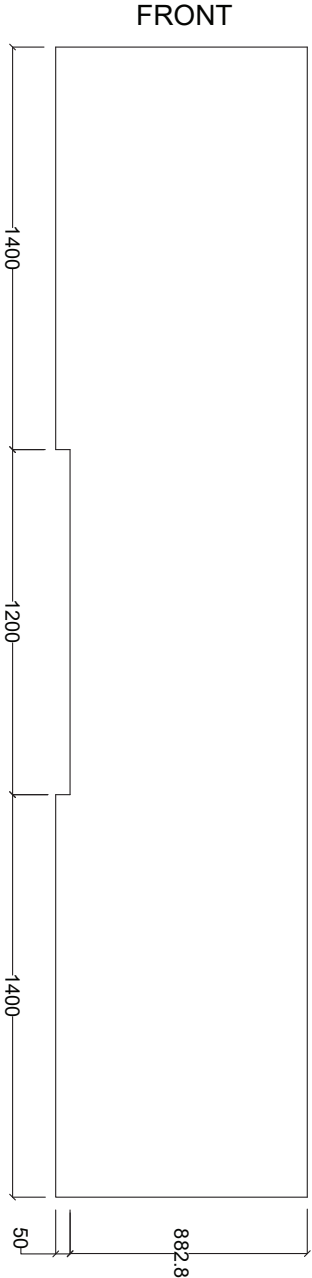
Because of MFIPPA, prospective Applicants are advised to identify in their Proposal material any scientific, technical, commercial, proprietary, or similar confidential information, the disclosure of which could cause them injury.

Each Applicant's name, at a minimum, shall be made public. Proposals may 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.

Contact

For more information, please email us at streetart@toronto.ca or contact: Carolyn.Taylor@toronto.ca; 416-392-4205

TEMPLATE: CONCRETE BARRIER DIMENSIONS



All dimensions in mm