

Open Request for Expression of Interest
StreetARToronto (StART) Monumental Project Roster

Toronto is home to some of the best mural, street and graffiti artists and art in the world. These artists and artworks have transformed Toronto's streets, laneways and parks into a [city-wide art gallery](#) we can all be proud of.

StART programs fund emerging, mid-career and established mural, street and graffiti artists working in aerosol, latex, acrylic and/or other paint mediums. **StART Monumental** is meant to support well established artists with previous experience and training in working at heights completing murals on large scale walls and tall buildings.

StART Monumental will provide opportunities for street artists and non-commercial cultural producers to create works of art that make Toronto streets vibrant, safe, walkable and beautiful through community-engaged, culturally relevant art. **StART Monumental Projects** will also create opportunities to mentor emerging and mid-career mural artists in an effort provide them with the training and experience necessary to assist them with producing large scale murals at heights.

To participate in a **StART Monumental Project**, the artist(s) or artist collective(s) must:

- identify a large wall or tall building for a project (minimum of 3,000 square feet);
- partner with the property owner and obtain permission for use of the property for the project; and
- secure the artist fees from the property owner or other StreetARToronto approved funding sources (minimum of 35% of the total budget, not including mentorship fees) in cash.

Large scale projects can take a significant amount of time to coordinate. As such, The City of Toronto invites street, mural and graffiti artists and artist collectives to submit an Expression of Interest (EOI) for:

A) Consideration for immediate funding for a project to be completed in 2019,

and/or

B) Consideration for placement on a roster of potential projects eligible for funding with a completion date in 2020 or 2021.

This EOI is presented with separate instructions, requirements and deadlines for both types of projects. Please submit your documentation accordingly.

This project is being implemented by [StreetARToronto \(StART\)](#), an initiative of the City of Toronto Transportation Services Division. StART is a suite of local and international programs featuring projects on canvases from small-scale to multi-storey walls and public infrastructure.

The future of street art is exciting, and StreetARToronto is ready to take it to the next level. Join us!

StART Monumental - 2019 Projects

What to include in your Expression of Interest:

1. Project Contact Information: Provide full names, addresses, phone numbers, email addresses of key partners in the project, including all artists and property owners/managers.
2. Information and Experience
 - a. Provide a comprehensive artist bio and CV, to include a description of no less than five (5) completed large scale projects where working at heights equipment was required for the installation. Include a details on your role in each project, and the steps required to execute the mural from start-up to completion.
 - b. Provide copies of all relevant and up-to-date health and safety training certificates obtained by the artist(s), including all pertinent licenses and certifications for operating equipment and working at heights.
 - c. Provide a synopsis of your experience as a Mentor to emerging artists (max 400 words).
 - d. Provide a statement indicating why you want to complete a **StART Monumental** project, what you hope to learn from the experience and how you expect it will assist you in taking your artistic practice to the next level (max 400 words).
 - e. Provide evidence of public liability insurance for all applicable project partners, including anyone that will be working at heights.
3. Location and Wall Description
 - a. Provide the municipal street address, nearest cross-streets, and Ward (name and number) of the proposed project. Include photos of the proposed site.
 - b. Provide a map showing the proposed location.
 - c. Describe the public visibility of the wall, and the characteristics of adjacent streets and the local neighbourhood.
 - d. Describe the wall condition and material (brick, stucco, cinderblock, etc.)
 - e. Enclose a Letter of Permission signed by the owner for the use of the property.
4. Artwork
 - a. Attach an artwork rendering. Indicate whether the rendering has been approved by the property owner, and if not, indicate what stage of the approvals process you are at. Provide an artist statement related to the theme of your proposed artwork.
 - b. Indicate your proposed plans to provide an opportunity for property tenants and the local community to offer feedback on the design.
 - c. Provide a plan for the maintenance of the project for five (5) years, specifying parties responsible for ongoing maintenance, including the removal of any graffiti vandalism as per City of Toronto standards (within three (3) working days of notification or where Hate/Racist, Gang-related and/or offensive graffiti is identified, within twenty-four (24) hours of being notified).
 - d. Enclose a Letter(s) of Support for the project from the local community (i.e. Ward Councillor, BIA, Neighbourhood Association, Tenant Group).
 - e. Identify how the project and artwork meets the StART Core Values of Indigeneity, Diversity, Mobility and Accessibility, Ecology and the Environment.
5. Workplan
 - a. Identify the process and estimated timeline required for successful completion of the project, including start and end dates. Include all relevant installation requirements, including, but not limited to, traffic

management plans, equipment storage, hydro wire capping, pedestrian safety, mentorship, community engagement etc.

- b. Describe your mural promotion plans and how you will highlight the partnership with StreetARToronto and the City of Toronto.

6. Budget

- a. Provide a detailed budget for the project, including artist fees, materials, publicity and documentation, project management and administration, equipment rentals, storage fees and any other requirements.
- b. Include a letter of agreement from the property owner or additional StreetARToronto approved funding sources indicating that they will contribute the artist fee portion of the budget (minimum of 35% of the total project cost).
- c. Include formal quotes from equipment rental companies detailing the cost for any required installation equipment. Include engineering quotes and associated reports if applicable.
- d. Identify a value in the budget to incorporate a mentorship experience for an emerging or mid-career artist(s) for the duration of the project. Be sure to include insurance, training, fair compensation and any other necessary items.

7. Mentorship

- a. Describe your approach to incorporate a fulsome and meaningful knowledge exchange experience to support the artistic, technical and collaborative development of the creative practice for a Toronto-based emerging or mid-career artist(s) who is ready to transition to a larger-scale canvas in their creative practice.
- b. Detail your proposed work schedule, including any formal training that may be required.
- c. If known, identify your proposed emerging or mid-career artist(s) and provide their artist bio, CV and examples of their work.

StART Monumental – 2020/2021 Projects

Large-scale projects can take a significant amount of time to organize and execute. Successful Expressions of Interest will be subject to ongoing feasibility scrutiny by StreetARToronto throughout the project lifecycle and may be subject to further review by the Advisory Committee before funding is released. It is possible that this application period may open again in the future.

What to include in your Expression of Interest:

1. Project Contact Information: Provide full names, addresses, phone numbers, email addresses of key partners in the project, including all artists and property owners/managers.
2. Information and Experience
 - a. Provide a comprehensive artist bio and CV, to include no less than five (5) completed large scale projects where height equipment was required for the installation.
 - b. Provide all relevant and up-to-date health and safety certificates obtained by the artist(s), including all pertinent licenses and certifications for operating equipment and working at heights. If training is required, please indicate a proposed schedule to ensure all certifications are acquired prior to installation.
 - c. Provide a synopsis of your experience as a Mentor to emerging artists.
 - d. Provide a statement indicated why you want to complete a **StART Monumental** project, what you hope to learn from the experience and how you expect it will assist you in taking your artistic practice to the next level.

- e. Provide evidence of, or indicate your willingness to obtain, public liability insurance for the duration of the project, including any emerging or mid-career artists.
3. Location and Wall Description
 - a. Provide the municipal street address, nearest cross-streets, and Ward (name and number) of the proposed project. Include photos of the proposed site.
 - b. Provide a map showing the proposed location.
 - c. Describe the public visibility of the wall, and the characteristics of adjacent streets and the local neighbourhood.
 - d. Describe the wall condition and material (brick, stucco, cinderblock, etc.).
 - e. Indicate what level of permission you have obtained from the property owner. Describe any additional layers of permission you will be required to secure (i.e. Board of Directors, tenant committee approval).
 4. Artwork
 - a. Describe your preliminary artwork concept or rendering. Indicate whether the property owner has requested any specific themes or imagery.
 - b. Indicate your proposed plans to provide an opportunity for property tenants and the local community to offer feedback on the design. If you intend to formulate a consultative experience, please describe your plans.
 - c. Insert how project meets StART Core Values of Indigeneity, Diversity, Mobility and Accessibility, Ecology and the Environment.
 5. Workplan
 - a. Indicate your proposed project start date (month/year).
 - b. Indicate the assistance you believe will be required to secure the project from the StreetARToronto project team.
 - c. Indicate potential installation requirements based on your knowledge of the property and its surroundings.
 6. Budget
 - a. Provide a preliminary budget for the project, including artist fees, materials, engagement, publicity, and documentation, project management and administration, equipment rentals, storage fees and any other requirements. Include a 10% total project cost buffer for unforeseen project implementation costs.
 - b. Provide documentation that indicates funding from either the property owner or other StreetARToronto approved funding sources for 35% of the total project cost, not including mentorship fees.
 - c. Identify a value in the budget to incorporate a mentorship experience for an emerging or mid-career artist(s) for the duration of the project. Be sure to include insurance, training, fair compensation and any other necessary items.
 7. Mentorship
 - a. Describe your approach to incorporate a fulsome and meaningful mentorship experience to support the artistic, technical and collaborative development of the creative practice for a Toronto-based emerging or mid-career artist(s).
 - b. If known, identify your proposed mentee(s) and provide their artist bio, CV and examples of their work. If you have not identified any potential emerging or mid-career artists to work with, indicate the recruitment process you will use.

Review Process

Expressions of Interest will be reviewed by an external Advisory Committee who will consider the following areas:

- Excellence of past work



- Readiness to engage in the proposed work
- Integrity and thoroughness of the installation and overall workplan and budget
- Capacity for meaningful and engaging mentorship opportunities

Who can submit an Expression of Interest?

Well established street, mural and graffiti artists and artist collectives who have completed several large scale outdoor street, mural or graffiti art projects are eligible to apply. Depending on resources, preference may be given to Toronto-based artists.

Timeline

- June 26, 2019: Request for Expression of Interest issued
- July 16, 2019 : 2019 Expressions of Interest (EOIs) due
- July 2019
 - Review of 2019 Expressions of Interest (EOIs)
 - Successful Applicants Announced
- October 4, 2019: 2020/2021 Expressions of Interest (EOIs) due
- October 2019:
 - Review of 2020/2021 Expressions of Interest (EOIs)
 - Potential Projects Advised

Process and Due Dates

Please submit your Expression of Interest for 2019 projects no later than **5pm, July 16, 2019**.

Please submit your Expression of Interest for 2020 and 2021 projects no later than **5 pm, October 4, 2019**.

StreetARToronto reserves the right to re-open the application process at any time.

Questions?

For further information or general questions please contact:

Jodi Callan
Project Manager, StreetARToronto
jodi.callan@toronto.ca
416-392-1533