

Open Request for Expression of Interest
StreetARToronto (StART) Monumental Projects

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 well established artists and artist collectives to create works of art that make Toronto streets vibrant, safe, walkable and beautiful. **StART Monumental Projects** will also create opportunities to mentor emerging and mid-career mural artists in an effort provide 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 to:
 - obtain permission from the property owner for use of the property for the Project; and
 - secure a minimum contribution of 35% of the total budget, not including mentorship fees, from the property owner, or other StreetARToronto approved funding sources, 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 Projects with a completion date in 2020 to be considered for an award of funding.

This Project is being implemented by [StreetARToronto \(StART\)](#), an initiative of the City of Toronto Transportation Services Division.

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

StART Monumental

What to include in your Expression of Interest:

1. Project Contact Information

Provide full names, addresses, phone numbers, email addresses of all participants in the Project, including all artists and property owners/property managers.

2. Information and Experience

- a. Provide comprehensive artist biographies and CVs, to include descriptions of no less than five completed large scale projects where working at heights equipment was required for the installation. Include details on your role in each project, and the steps required to execute the mural from start-up to completion. For artist collectives, ensure you provide relevant details for all project participants
- b. Provide copies of all relevant and up-to-date health and safety training certificates obtained by the artist(s), including all pertinent licences and certifications for operating equipment and working at heights. If training is required, indicate a proposed schedule to ensure all certifications are acquired prior to installation.
- c. Provide a synopsis of your specific experience as a mentor to emerging artists (maximum 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 (maximum 400 words).
- e. Provide evidence of, or indicate your willingness to obtain, comprehensive general liability insurance of not less than \$2,000,000 per occurrence covering all Project participants, including anyone who 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 location. Include photos of the proposed Project location.
- b. Provide a map showing the proposed Project location.
- c. Describe the public visibility and prominence 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. Describe your preliminary artwork concept or attach a 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. Indicate whether the property owner has requested any specific themes or imagery.
- b. Provide an artist statement related to the theme of your proposed artwork.
- c. Indicate your proposed plan to provide an opportunity for property tenants and/or the local community to offer feedback on the design. If you do not yet have a plan, indicate how you intend to formulate one.

- d. Identify how the Project and artwork illustrate the City of Toronto's motto "Diversity Our Strength".
- e. Provide a plan for the maintenance of the Project for five years, specifying parties responsible for ongoing maintenance, including the removal of any graffiti vandalism as per City of Toronto standards (within three working days of notification or where hate/racist, gang-related and/or offensive graffiti is identified, within 24 hours of notification).
- f. Enclose one or more Letters of Support for the Project from the local community (for example: Ward Councillor, BIA, Neighbourhood Association, Tenant Group).

5. Workplan

- a. Identify the process and estimated timeline required for the successful completion of the Project, including proposed start and end dates.
- b. Indicate potential installation requirements based on your knowledge of the property and its surroundings. Where possible, set out all relevant installation requirements, including but not limited to, traffic management plans, equipment storage, hydro wire capping, pedestrian safety, mentorship, community engagement, parking etc.
- c. Indicate the assistance you believe will be required from the StreetARToronto Project team to carry out the Project.
- d. Describe your mural promotion plans (i.e. social media campaign, video creation) 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, community engagement, project management and administration, equipment rentals, storage fees and any other costs. Include a 10% total Project cost buffer for unforeseen Project implementation costs.
- b. Include formal quotes from equipment rental companies detailing the cost for any required installation equipment. Include engineering quotes and associated reports if applicable. For working at heights related equipment specifically, obtain and provide three independent quotations.
- 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.
- d. If additional funding sources will be required to support the Project, indicate those potential sources and Partners. Additional funding partners must be approved by StreetARToronto and the Advisory Committee.

7. Property Owner Agreement

- a. Provide a Letter of Permission from the property owner for the use of the property, on appropriate letterhead. Include an acknowledgement that the property owner is responsible for maintaining the mural for a minimum of five years and that no further funding will be provided by the City of Toronto for the Project beyond the funding initially awarded.
- b. Ensure the letter includes a statement indicating that the property owner will contribute a minimum of 35% of the total Project cost, not including the mentorship fees, to be paid first for the artist fee portion of the budget. The contribution is not to be paid in kind. If

there are additional funding sources proposed, include the details in your budget submission.

8. Mentorship

- c. 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. Specifically describe the actions the lead artist will take to ensure an authentic and substantial mentorship experience.
- d. Detail your proposed work schedule, including any formal training that may be required.
- e. If known, identify your proposed emerging or mid-career artist(s) and provide their artist biography, 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:

- Artist experience and overall artistic merit and suitability of proposed design and site – 35%
- Integrity, thoroughness and feasibility of the overall installation, workplan, budget and application– 45%
- Capacity for meaningful and engaging mentorship opportunities – 20%

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.

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

- December 4, 2019: 2020 Expressions of Interest (EOIs) due.
- December 2019/January 2020:
 - Review of 2020 Expressions of Interest (EOIs).
 - Selected Artists/Artists Collectives Advised – The award will be made after selected Artists/Artist Collectives, between four and two months before the start date, satisfy the City that the Project can successfully proceed.

Process and Due Dates

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

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

Questions?

For further information or general questions please contact:

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