



2020 Program Information Session



291 Lakeshore Blvd E

Lead Artist: Jacquie Comrie with Monica Wickeler & Bareket Kezwer, Waterfront Toronto

Neighbourhood Projects, Transportation Services, City of Toronto



ABOUT StART

StreetARToronto (StART) is:

A program of the City's
Transportation Services Division,
launched in 2012

An innovative, public/private
partnership designed to develop,
support, promote and increase
awareness of street art and its
role in adding beauty, vitality and
character to neighbourhoods
throughout the city

An integral part of the City's
Graffiti Management Plan



NA-ME-RES SAGATAY, 26 Vaughan Rd
Lead Artist: Paula Gonzalez



Birchmount Gardens Arena, 75 Birchmount Rd
Lead Artist: Sean Martindale; Partners: VIBE Arts

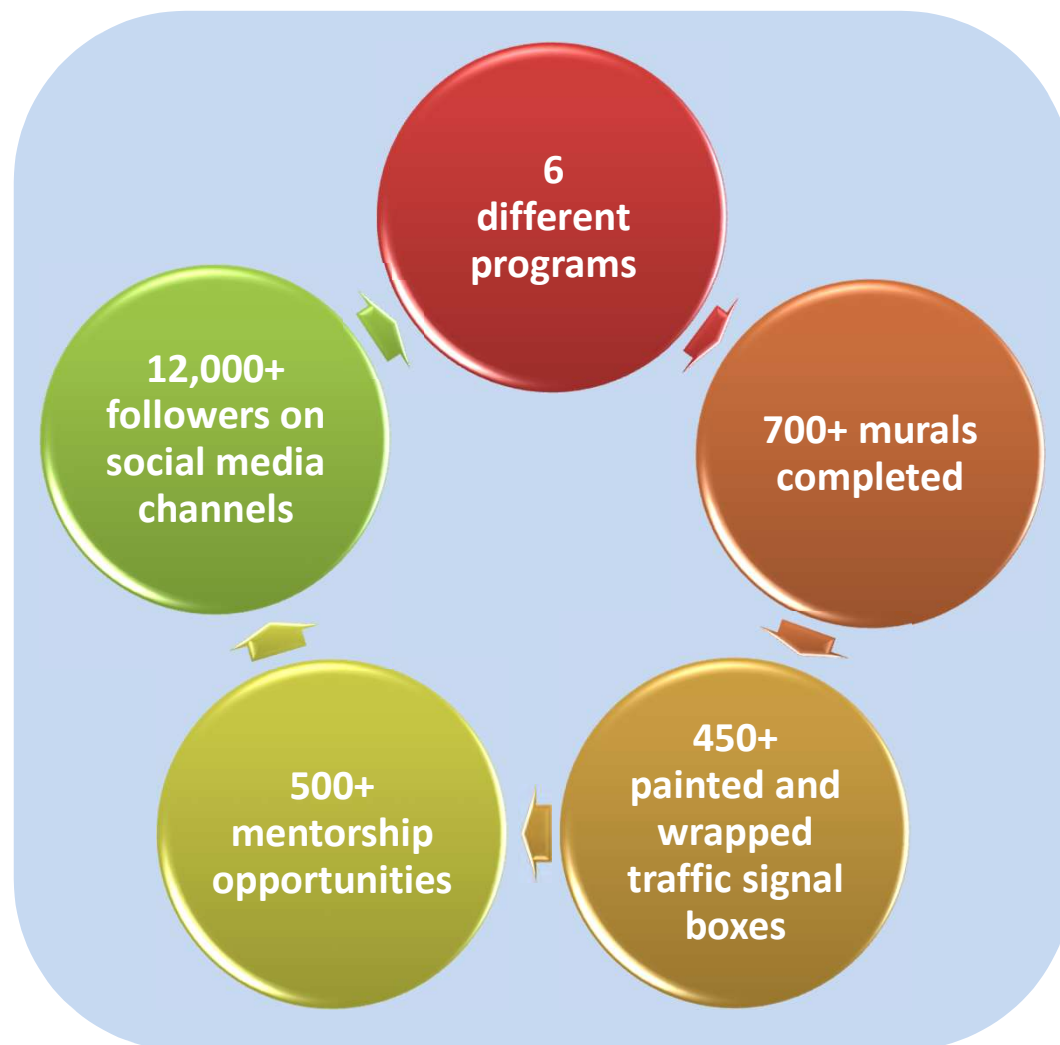
StART ACHIEVEMENTS SINCE 2012



Butterfly Lane with Nick Sweetman & David Suzuki FDN
Artist: Spud1



Bickford Centre with Ringfire Productions
Lead Artist: Keitha Keeshig-Tobias



StART's VISION

StART is dedicated to developing street art and murals as a place-making tool that fosters community engagement, inclusion, skills development and civic pride; adds colour and vitality to neighbourhoods; encourages active transportation; showcases the talent and creativity of artists, arts organizations and the City of Toronto; reduces graffiti vandalism through continued collaboration with public, private and not-for-profit stakeholders.



1653 Dundas Street West

Lead Artists: Rodrigo Ardiles, Giovanni Zamora; Partners: Valparaiso En Colores (Chile), Lula Music & Arts

StART PROGRAM OVERVIEW

Partnership Program

A public/private partnership for mural projects

Underpass Program (StART UP)

A program that transforms underpasses and bridges to encourage walkability

StART Monumental

A program for murals of monumental size on tall buildings

Outside the Box/Concrete Barriers

Programs that transform essential infrastructure to revitalize the streetscape

StART Support Mural Program

A program that provides materials and support to mitigate vandalism on private property

Community Program

Programs that help communities address graffiti vandalism, enhance their neighbourhoods, and turn laneways, fences, roads and more into celebrated features

PARTNERSHIP PROGRAM

GUIDELINES

Public/private grant program for murals

Maximum **\$60,000** grant per project

Commitment to maintain the project
for a minimum of 5 years

StART funding cannot be the sole
source of funds for a project

Projects are selected through an
application based process with jury
reviewed recommendations



290 Adelaide Street West
Lead Artists: Alex Bacon

PARTNERSHIP PROGRAM

To respond to feedback received from stakeholders, we implemented new features in the Partnership Program in 2018 that address several StART mandate requirements including:

Increasing the range and diversity of artists & organizations

Increasing mentorship opportunities through street art installations

Reinforcing StART's role in facilitating the development of local emerging artists

Expanding the variety and scope of projects, including projects of varying sizes

Not-for-profit organizations and individual artists are eligible to apply as of 2018.



Bickford Centre with Ringfire Productions
Lead Artist: Les Harper & Crew



Fudger House
Lead Artist: Monica Wickeler with Bareket Kezwer

PARTNERSHIP PROGRAM – NEW IN 2020

1. Project funding increased up to \$60,000

2. The required value of partner financial contributions:

Project Value	In-Kind	Cash	Total
Less than \$30,000	10% of total budget	Not Required	10%
\$30,001 - \$60,000	10% of total budget	10% of total budget	20%

3. StART will withhold 25% of project funding awarded above until project completion. For example, on a \$40,000 project, the hold-back would be \$10,000.



Old Finch Rd & Sheppard Ave E
Lead Artist: MEDIAH; Partner: Mural Routes



1400 Castlefield Rd
Lead Artist: Peru with Alex Bacon & Fats Patrol

PARTNERSHIP PROGRAM

IMPORTANT DATES

Application package available in early December at: toronto.ca/streetart

Deadline for Partnership Program:
February 18, 2020

External Advisory Committee
recommended projects:
April 2020

Mural projects must be completed and
launched by:
October 30, 2020

Final reports must be completed by:
November 30, 2020

Property owner permission required
(template form provided online by StART)



3847 Lawrence Ave E

Lead Artist: Amir Akbari with East Scarborough Boys & Girls Club

PARTNERSHIP PROGRAM

International Projects

StART has supported collaborative artist exchange programs international artists.

To date:

Faile (Brooklyn, NY)

Maya Hayek (NY)

Phlegm (UK)

Justus Roe (USA)

Paula Ferrer, Aner Urra

Giovanni Emmanuel, Zamora Ramírez

Pablo Francisco Gomez Pizarro
(Chile)

Okuda (Spain)

Justus Becker (Germany)



20 Charles St E Lead Artist: Justus Becker
Local Artists: Alex Bacon, Que Rockford, Christina Mazzulla

PARTNERSHIP PROGRAM

Community Engagement

The community engagement process means working closely with community stakeholders to inform them about your plans – it also means listening to and considering their input

Good consultations build trust and cooperation as a result of people seeing firsthand that you are serious about involving the community in your planning and design. Effective community engagement and public consultations are cornerstones for successful StART projects.



PARTNERSHIP PROGRAM

Community Engagement

StART projects require a **minimum of 2 community engagement sessions** to inform and involve the community about what you are planning and seek community feedback.

Individual Artist applicants without direct community consultation experience are encouraged to seek a skilled engagement practitioner to assist with their consultations.

A community is defined as affected local residents within the project area



PARTNERSHIP PROGRAM

Budget Considerations

- Artist Fees must comprise a minimum of 35% of the total project budget.
- Be sure to include adequate budget allotment for potential site specific needs (i.e. wall repair, equipment rentals).
- A separate line item may be included for community consultations, including an outside facilitator if one is being proposed.
- Innovative project documentation is highly encouraged.
- A 5-year maintenance reserve fund should be established at 5% of the total budget.
- Event costs, including consultations and unveilings, can be included in your budget.

PARTNERSHIP PROGRAM

Ensure you plan and budget for the following:

Insurance

Permits

Equipment Rental

Road Closures

Wall repair

Property Owner Permission

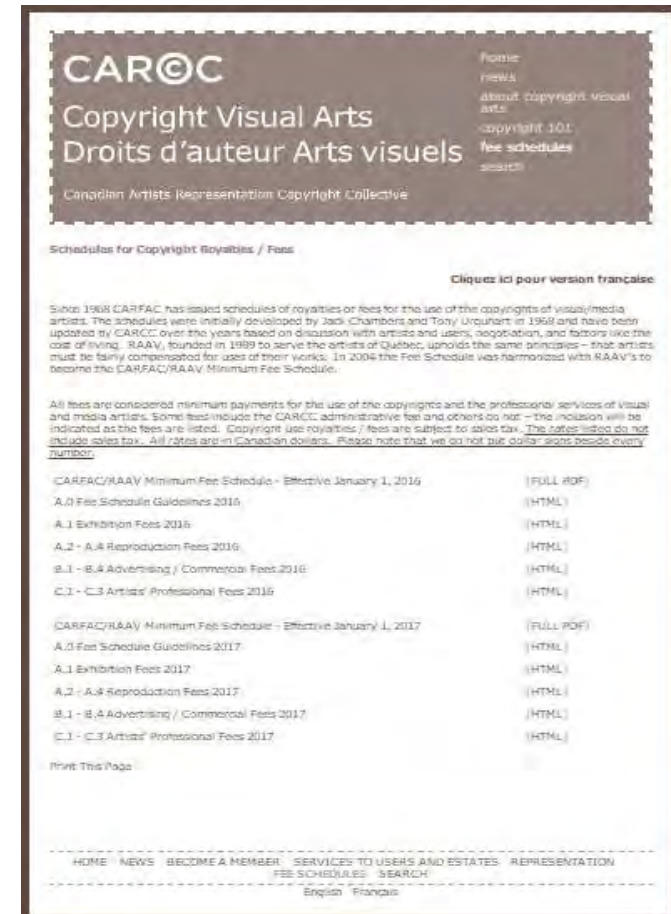


Old Finch Rd & Sheppard Ave E
Lead Artist: MEDIAH; Partner: Mural Routes

PARTNERSHIP PROGRAM

Budget Considerations

Canadian Artists' Representation/Le Front des artistes canadiens (CARFAC) has developed minimum recommended rates for services that visual artists provide: carcc.ca/en/feeschedules



PARTNERSHIP PROGRAM EVALUATION CRITERIA

To respond to evolving program needs, the 2020 StART Partnership Program application will include evaluation criteria for and request clarity and details from applicants on:

- How the project aims to achieve StART's overall objectives and priorities;
- An effective and meaningful community engagement and consultation process;
- Overall artistic quality;
- Mentorship opportunities for youth and emerging artists;
- Innovative incorporation of diversity considerations;
- Recognition of StART as a partner invested in the success of the project; and
- Technical feasibility (i.e. site visibility, work and contingency plans).



90 Mornelle Court
Lead Artists: birdO

PARTNERSHIP PROGRAM – LESSONS LEARNED

Check proposed wall before submitting your application. Ensure appropriate access, examine proximity to hydro lines, review good state of repair, need for power washing, etc.

Consult with StreetARToronto staff to determine the suitability of your proposal.

Review the program terms and conditions carefully for important details.

Make sure to begin the community consultation process early in project.

Start the painting/installation process as early as possible.

StART will not be conducting meetings about applications or site visits in the two weeks prior to application deadline

Underpasses will only be reserved for the StART Underpass Program



CELEBRATE YOUR PROJECT

Plan a project unveiling

Ensure sufficient advance notice to StART staff of unveiling

Attempt to connect unveiling with a larger community event (i.e. farmer's market, fall fair)

Invite partners, Councillors, StART and local community

Promote your event

Distribute flyers throughout the community, share with your networks and post on social media



CELEBRATE YOUR PROJECT

Consider creating a plaque that acknowledges the work of artists and all stakeholders!



PARTNERSHIP PROGRAM SUMMARY

Program Type: Public/private grant program

Who can apply: Non-profit organizations and Artists

Application Deadline: February 18, 2020



Shaw Street Underpass (north of Dupont Street)
Lead Artist: Paula Gonzalez-Ossa Partners: Na –Me-Res

UNDERPASS PROGRAM – “StART UP”

Launched in 2014 with the aim of beautifying streetscapes and encouraging walkability and the feeling of safety along the City’s 900 bridges and underpasses.



Bathurst Street Underpass (south of Wilson Avenue) Lead Artist: Nick Sweetman

UNDERPASS PROGRAM – “StART UP”

PROCESS

A roster of qualified artists established by StART through a Request for Expressions of Interest

Hyper local Steering Committees comprised of community members set art call themes and shortlist artists who receive a design fee.

The local community is consulted for feedback on shortlisted designs

The Steering Committee convenes and selects a successful proposal



Lower Simcoe Underpass (south of Front St. W.)

Lead Artist: Tannis Nielsen

UNDERPASS PROGRAM – “StART UP”

PROCESS

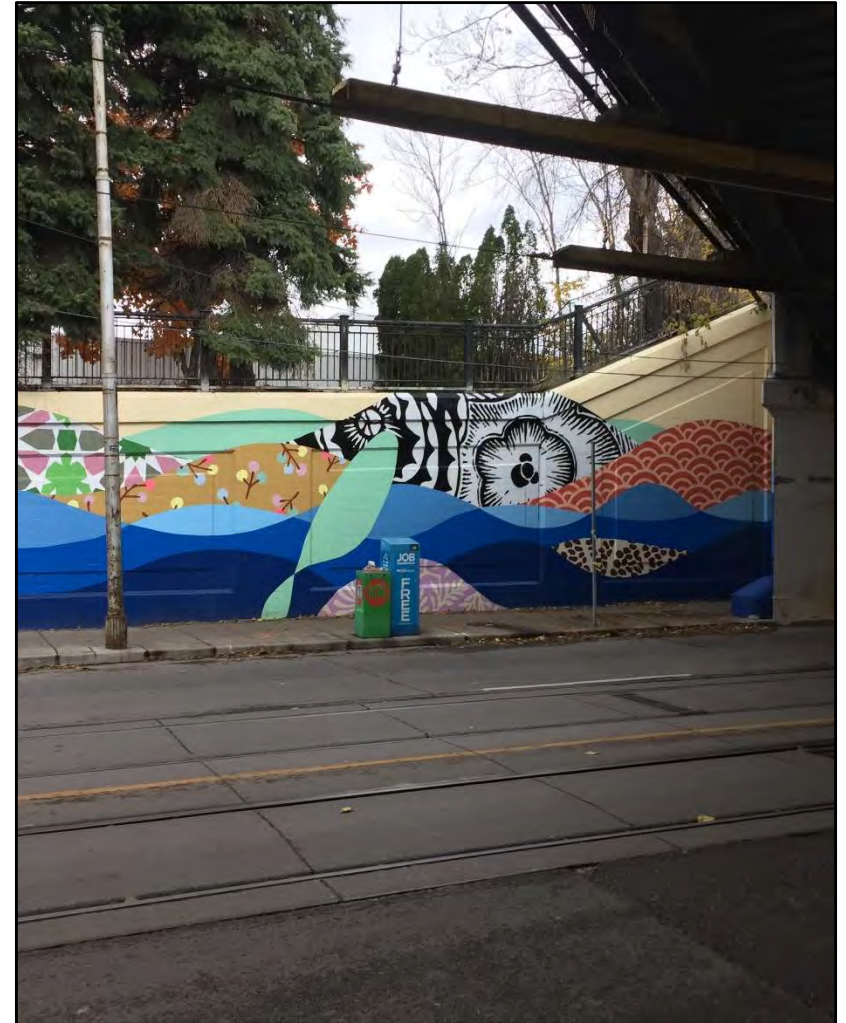
50 Artists currently on the roster.
Roster re-opens in fall 2020.

Steering Committees shortlist 5 artists to
provide a design for individual project sites.

Shortlisted Artists receive a \$1,500 design
fee to cover design costs, complexity and
community engagement requirements.

Successful artists will not be eligible for a
StART UP project in consecutive years.

Previously successful StART UP artists are
invited to sit on Steering Committees.



Gerrard Street Underpass (east of Carlaw Avenue)
Lead Artist: Kirsten McCrea

UNDERPASS PROGRAM – “StART UP”

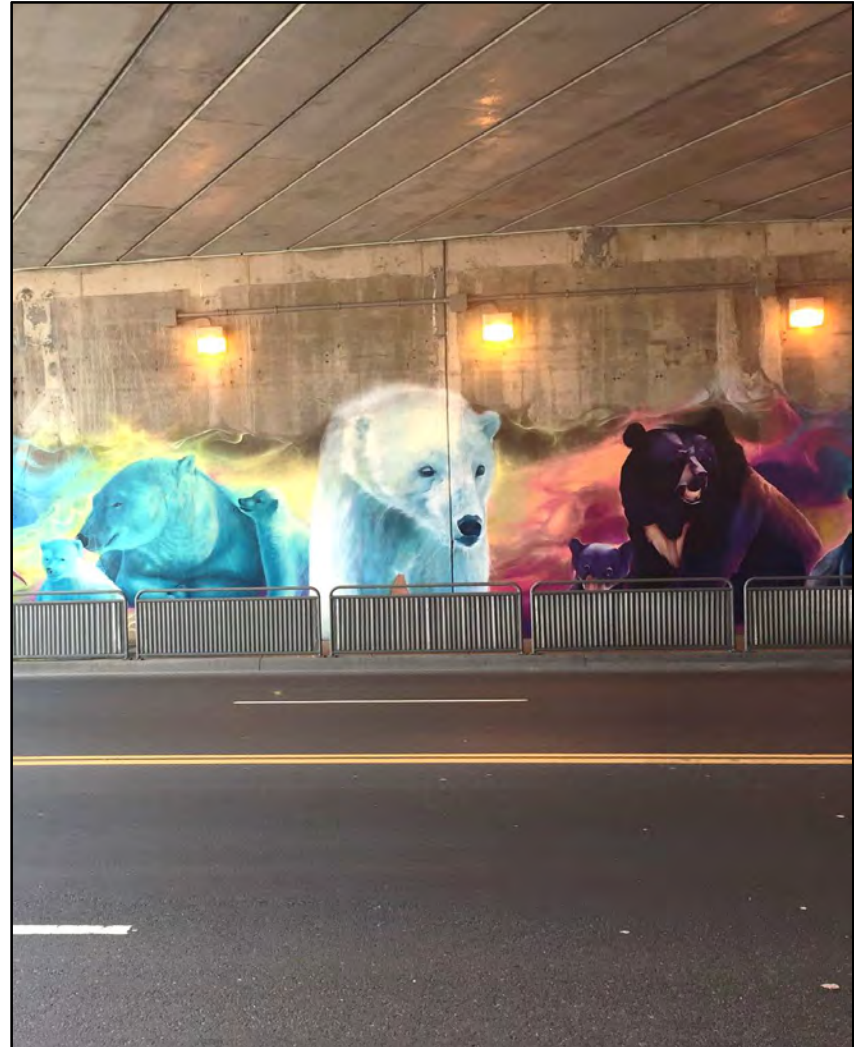
IMPORTANT DATES

Expression of Interest (EOI)
deadline for the artist roster

Rolling opportunities begin in
January 2020.

Project locations announced in
Winter/Spring 2020.

Deadline for projects to be
completed and launched:
October 30, 2020



Bathurst Street Underpass (south of Wilson Avenue)
Lead Artist: Nick Sweetman

UNDERPASS PROGRAM – “StART UP” SUMMARY

Program Type: Call to artists

Who can apply: Artist Roster Process

Roster Re-opens: Fall 2020



Lower Simcoe Underpass – Waterkeepers Wall (south of Front St. W.); Lead Artists: Tannis Nielsen

StART MONUMENTAL PROGRAM

GUIDELINES

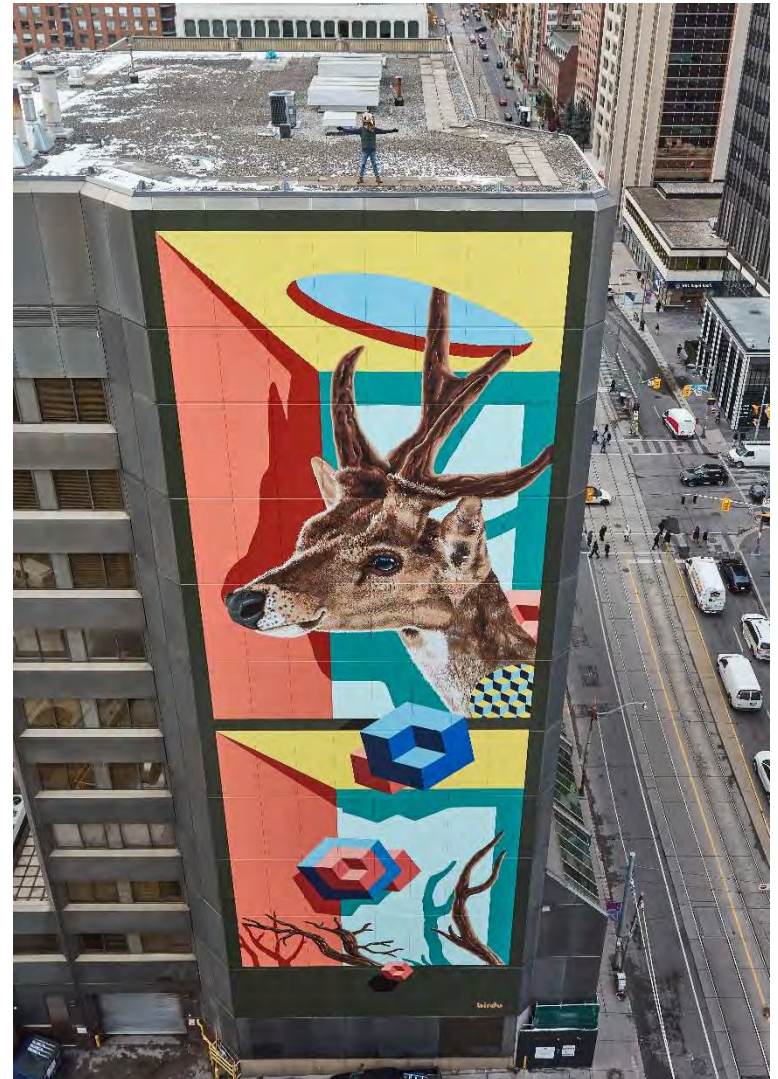
Launched in 2019 and open to artists or artist collectives.

Applicants must identify a large wall (minimum 3,000 ft).

Partner with the property owner and obtain permission for use.

Property owner must provide 35% of the total budget in cash. Other funding sources must be approved by StreetARToronto.

2021 application deadline will be announced mid-2020.



1 St. Clair East – Deer Park; Lead Artists: BirdO

MONUMENTAL PROGRAM SUMMARY

Program Type: Call to artists

Who can apply: Artist(s) or Artist Collective(s)

Application Deadline: To be announced mid-2021



Lead Artists: Dan Bergeron and Gabriel Spector

OUTSIDE THE BOX

Launched in 2013, with the aim of beautifying traffic signal boxes, preventing graffiti vandalism and providing opportunities for artwork to contribute to the vitality and attractiveness of the streetscape.

To date, 450+ boxes have been hand-painted or wrapped across the city.



Outside the Box (various locations throughout the city); Lead Artists: Various Artists

OUTSIDE THE BOX

GUIDELINES

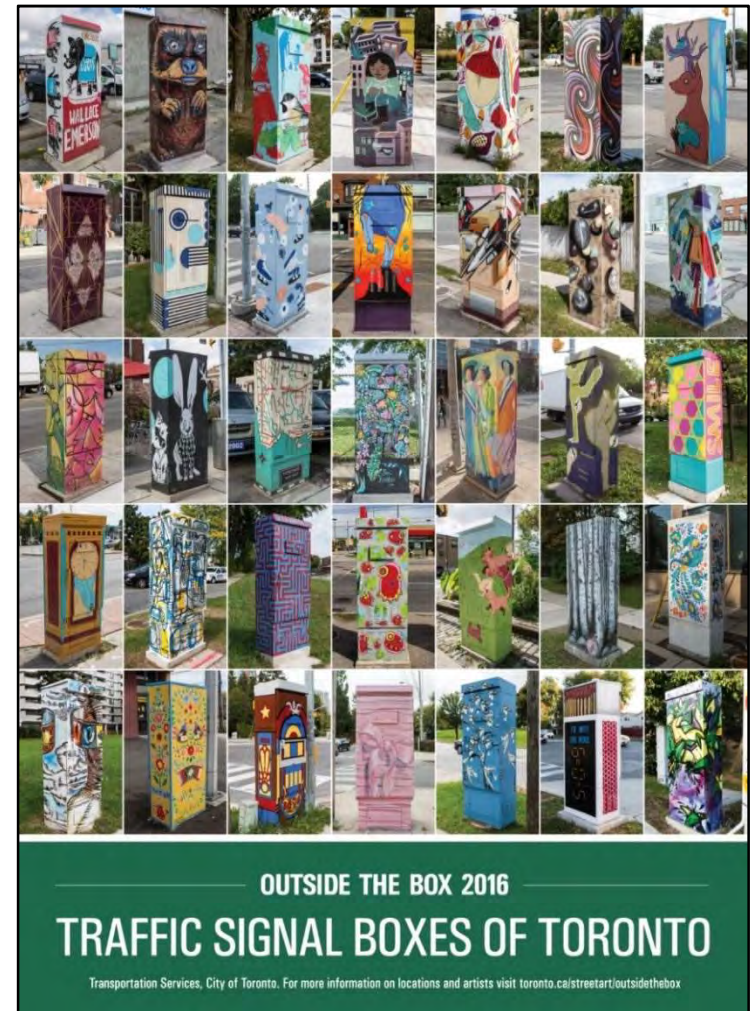
Application Deadline: **April, 6 2020**

Artist applicants must reside in Toronto

Traffic signal cabinet dimensions and design template provided by StART - maximum 1 design per application

\$750 honorarium per box and maximum of 1 box per artist

Boxes must be completed over a designated one week period to facilitate box coating. Artists must complete boxes within assigned timelines. Final project must reflect jury selected design



OUTSIDE THE BOX SUMMARY

Program Type: Call to artists

Who can apply: Artists living in Toronto

Deadline: April 6, 2020



Outside the Box (various locations throughout the city); Lead Artists: Various Artists

StART SUPPORT MURAL PROGRAM

Assists private residential and commercial property owners experiencing repeated graffiti vandalism issues

Walls must be visible from a city street

City provides direct purchase of required art materials in consultation with the artist



Terra Nova - 1289 Dundas St W
Lead Artist: Elicser & Sight1



1 Clinton St
Lead Artists: Keitha Keeshig-Tobias

StART SUPPORT MURAL PROGRAM

GUIDELINES

Application forms available online:
www.toronto.ca/startsupport

A conceptual sketch of the proposed artwork, signed by both the property owner and the artist, is required.

Designs and artwork are subject to final approval by the City of Toronto.

Supply forms for materials are provided by StART.

Applications accepted throughout the year, mural projects must be completed by **October 31, 2020**.



96 Dearham Wood
Lead Artists: Chris Perez, Leyland Adams

StART SUPPORT MURAL PROGRAM SUMMARY

Program Type: Application

Who can apply: Property owners or artists on behalf of property owners

Application Deadline(s): Rolling application, open year round



254 Niagara St. Artists from left to right: Adore - Jaroe - Smug - Peru – Hungr

StART COMMUNITY PROJECTS AND PARTNERSHIPS

Laneways of Toronto



BIT Laneway (Euclid and Palmerston)
Multiple Artists



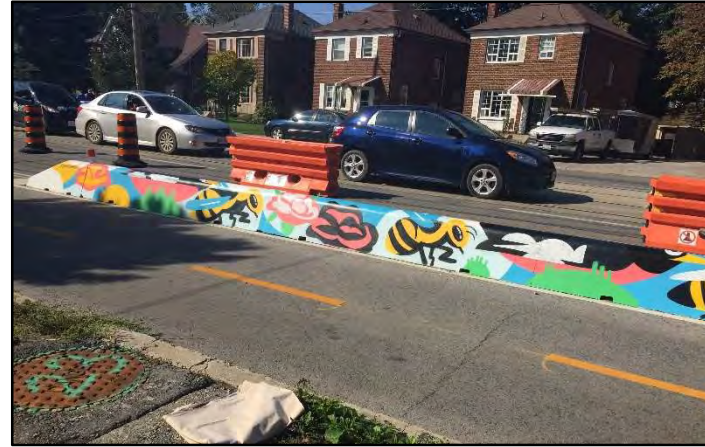
BIT Laneway (Euclid and Palmerston)
Artist: Anya Mielniczek and Oriah Scott



Butterflyway Lane (Art Eggleton Park Laneway)
Artist: Meaghan Claire Kehoe

StART COMMUNITY PROJECTS AND PARTNERSHIPS

Concrete Barriers



Lake Shore Boulevard West Cycle Track, Multiple Artists



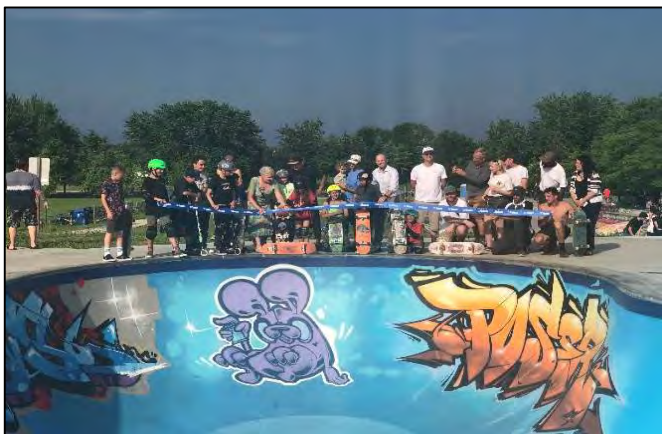
StART COMMUNITY PROJECTS AND PARTNERSHIPS

Fence Art



Scarborough Civic Centre
Lead Artist: Katherine Fleitas

Skateparks



Ashbridges Bay Skatepark
Lead Artist: Various

Road Murals



Road Mural Emerson Ave
Lead Artist: Victor Fraser

StART MENTORSHIP PROGRAM



Art by Amir Akbari (Behind the Line)
Youth from the East Scarborough Boys and Girls Club



149 Roncesvalles Ave
Lead Artists: Philip Cote, Jim Bravo;
Partner: Roncesvalles Village, BIA



Lawrence Avenue East Underpass (East of Railside Road)
Lead Artists: Dan Bergeron, Gabriel Specter
Mentee: Siddharth Avindukumar

StART PROGRAM OVERVIEW

Program	Application Deadline	Who Applies?
Partnership Program	February 2020	Non-profit organizations Artists Artist Collectives Cultural Producers
Underpass Program (StART UP)	December 2020	Artists
Monumental Program	To be announced	Artists/Artist Collectives
Outside the Box	April 2019	Artists in Toronto
StART Support Mural Program	Ongoing	Property Owners
Community Program	Ongoing	Artists

ARTIST DIRECTORY


StART's online **ARTIST DIRECTORY**


now profiles over 150 mural artists,
street artists and graffiti artists.

A key tool to connect residents and
businesses interested in hiring local

Toronto artists for façade
improvements through mural art,
graffiti art and street art.

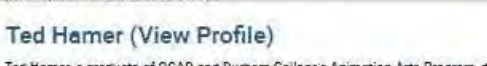
Charles Wakefield (View Profile)
The artist was trained in Fine Arts Drawing & Painting at the then Ontario College of Art & Design (now OCAD University) and received a BFA in Painting from Centennial College in 1988.



Rachel David (View Profile)
A Toronto-based painter and circus artist, Rachel spent much of adulthood in Montreal studying Studio Art and performing with youth. She...


Anya Mielniczek (View Profile)
Anya Mielniczek is a Toronto based mixed-media artist whose work explores combinations of both fine art and installation. Inspired by such things as...


Evgeny Cherkassov (View Profile)


Homebase (View Profile)
Homebase is located one block south of Toronto's infamous graffiti alley in a historical house built in the 1800s and serves as a hub for art supplies and various services...

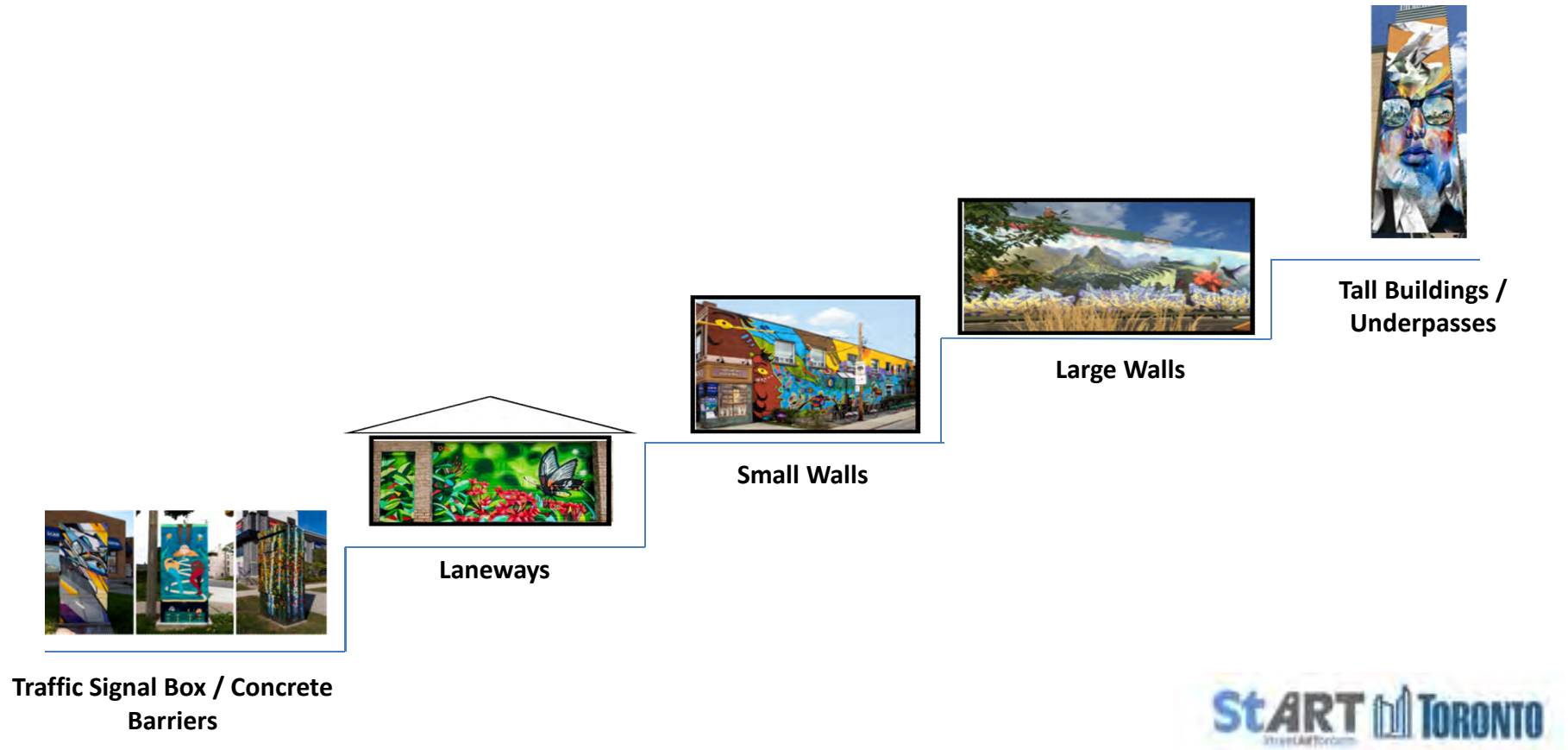

Phuong Nguyen (View Profile)
Phuong Nguyen is a painter who currently resides in Toronto, Canada. She enjoys making work that speaks to philosophical and often humorous...


Ted Hamer (View Profile)
Ted Hamer, a graduate of OCAD and Durham College's Animation-Arts Program, draws, paints, and sculpts and has received numerous awards. In recent years Ted has...


2021 - YEAR OF PUBLIC ART

A city-wide, year-round festival of art to engage residents, businesses and visitors; strengthen their sense of belonging; transform our streetscapes; provide a career ladder for artists & celebrate Toronto as a global centre of diversity and creativity.

StART – A suite of programs established to create a career ladder

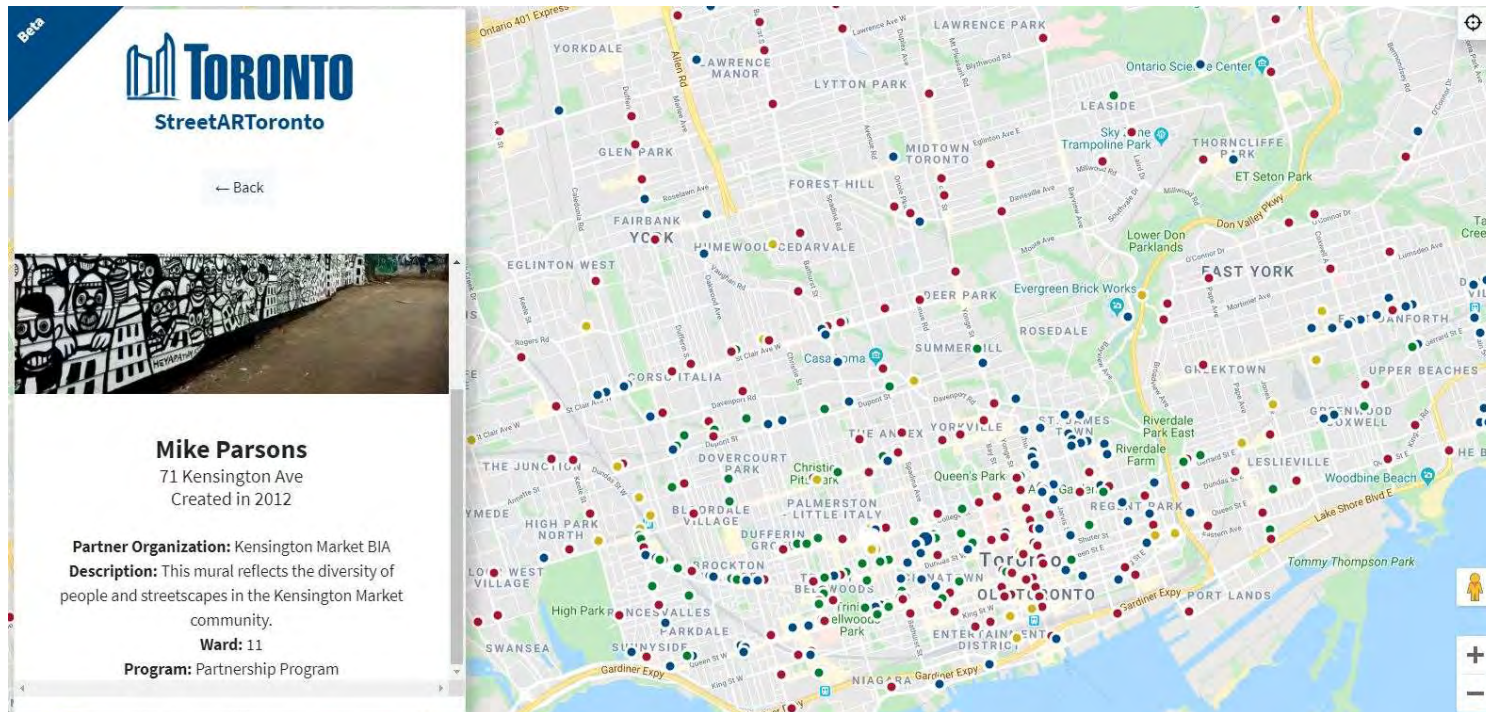


BUILDING THE PIPELINE



StreetARToronto – THE MAP!

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 public streets, laneways and parks into a city-wide art gallery!



In addition to identifying the artist and arts organization responsible for painting the mural the database describes the stories and themes behind each unique and beautiful artwork. Individually and collectively these murals are designed to celebrate the City of Toronto motto "Diversity Our Strength" and foster a greater sense of belonging among all.

HOW TO STAY INFORMED

We advertise StART art calls and projects on:

StART website
(www.toronto.ca/streetart)

Akimbo

Social media:
[Instagram.com/start_streetarttoronto/](https://www.instagram.com/start_streetarttoronto/)
[Facebook.com/StreetARToronto](https://www.facebook.com/StreetARToronto)
[Twitter.com/StART_Toronto](https://twitter.com/StART_Toronto)

Direct emails to artist directory and past participants

Mailing list (sign in at door)



2020 INFORMATION SESSIONS

StreetARToronto

2020 Information Sessions



In January, StreetARToronto will host 10 information sessions at Toronto Public Library locations around the city to share information and answer questions about the StART suite of programs. All are welcome to come and learn more about StART 2020. Book your one-on-one meeting with a City of Toronto StART team member by registering through the [StART Events](#) page or plan to visit us during the last hour of each session which is open for drop-ins. For more information please visit www.toronto.ca/streetart.

Artwork by: PA System – West Toronto Rail Path

Scarborough Civic Centre Branch 156 Borough Drive Meeting Room Wednesday, January 8th 11:00 AM – 3:00 PM Book your spot now on Eventbrite!	North York Central Library 5120 Yonge St Meeting Room 2/3 Wednesday, January 15th 11:00 AM – 3:00 PM Book your spot now on Eventbrite!	Black Creek Branch 1700 Wilson Ave Auditorium Wednesday, January 22nd 11:00 AM – 3:00 PM Book your spot now on Eventbrite!	Humber Summit Branch 2990 Islington Ave Meeting Room 1 Wednesday, January 29th 11:00 AM – 3:00 PM Book your spot now on Eventbrite!
Toronto Reference Library 789 Yonge St Meeting Room B1 Thursday, January 9th 4:00 PM – 7:00 PM Book your spot now on Eventbrite!	Dear Park Branch 40 St. Clair Ave E Main Floor Meeting Room Thursday, January 16th 4:00 PM – 8:00 PM Book your spot now on Eventbrite!	Annette Street Branch 145 Annette St Meeting Room Friday, January 24th 11:00 AM – 3:00 PM Book your spot now on Eventbrite!	Dear Park 40 St. Clair Ave E Main Floor Meeting Room Friday, January 31st 11:00 AM – 3:00 PM Book your spot now on Eventbrite!
Toronto Reference Library 789 Yonge St Meeting Room B1 Friday, January 10th 11:00 AM – 3:00 PM Book your spot now on Eventbrite!	Dawes Road Branch 416 Dawes Rd Meeting Room Friday, January 17th 11:00 AM – 3:00 PM Book your spot now on Eventbrite!		

streetart@toronto.ca

[StreetARToronto](https://www.facebook.com/StreetARToronto)

[start_streetarttoronto](https://www.instagram.com/start_streetarttoronto)

[@StART_Toronto](https://twitter.com/StART_Toronto)

toronto.ca/streetarttoronto





Art Eggelton Park Laneway
Lead Artist: Anya Mielniczek

2020 INFORMATION SESSIONS

Scarborough Civic Centre Branch | 156 Borough Drive
Meeting Room | Wednesday, January 8th | 11:00 AM-3:00 PM

Toronto Reference Library | 789 Yonge St
Meeting Rom B1 | Thursday, January 9th | 4:00 PM – 7:00 PM

Toronto Reference Library | 789 Yonge St
Meeting Room B1 | Friday, January 10th | 11:00 AM - 3:00 PM

North York Central Library | 5120 Yonge St
Meeting Room 2/3 | Wednesday, January 15th | 11:00 AM - 3:00 PM

Deer Park Branch | 40 St. Clair Ave E
Main Floor Meeting Room | Thursday, January 16th | 4:00 PM - 8:00 PM

Dawes Road Branch | 416 Dawes Rd
Meeting Room | Friday, January 17th | 11:00 AM - 3:00 PM

Black Creek Branch | 1700 Wilson Ave
Auditorium | Wednesday, January 22nd | 11:00 AM - 3:00 PM

Annette Street Branch | 145 Annette St
Meeting Room | Friday, January 24th | 11:00 AM - 3:00 PM

Humber Summit Branch | 2990 Islington Ave
Meeting Room 1 | Wednesday, January 29th | 11:00 AM - 3:00 PM

Deer Park | 40 St. Clair Ave E
Main Floor Meeting Room | Friday, January 31st | 11:00 AM - 3:00 PM



StART

StreetARToronto

An initiative of the City of Toronto, Transportation Services Division



General Questions:

streetart@toronto.ca
graffiti@toronto.ca

Website:

www.toronto.ca/streetart

Map:

www.streetarttoronto.ca

Social Media:

www.facebook.com/StreetARToronto

www.twitter.com/StART_Toronto

https://www.instagram.com/start_streetarttoronto/

