



20 Brunel Court
Lead Artist: Que Rock with Alexander Bacon

StreetARToronto 2021 Program Information Session

Neighbourhood Projects, Transportation Services, City of Toronto



Land Acknowledgement

We acknowledge the land we are standing on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples.

We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

About StART

StreetARToronto (StART), an initiative of the City of Toronto, Transportation Services Division, is a suite of innovative programs intentionally designed to showcase, celebrate and support street, mural and graffiti artists and art throughout Toronto.



975 Danforth Avenue

Lead Artist: Elicser Elliott, Partners: East End Arts

About StART

StART programs and projects are rooted in a set of values that demonstrate the positive and powerful impacts of diversity and inclusion, foster community engagement and civic pride, add colour and vitality to neighbourhoods, encourage active transportation, showcase Toronto artists and contribute to their skills development, mentor emerging talent, and create opportunities for positive engagement among residents, business owners and operators, artists and arts organizations.



128 Jarvis Street
Lead Artist: Jas9

About StART

Toronto is home to some of the best street, mural and graffiti art and artists in the world. StreetARToronto is committed to creating value with and for them, from their entry onto the street art scene with access to small canvasses and micro grants, all the way to large scale murals on multi-story buildings, skills building workshops, international artist exchanges and more.



137 Roncesvalles Ave
Lead Artists: Philip Cote & Jim Bravo

StART Achievements Since 2012

6

different
programs

1000+

murals
completed

500+

painted and wrapped
traffic signal boxes

500+

mentorship
opportunities

12,000+

followers on social
media channels



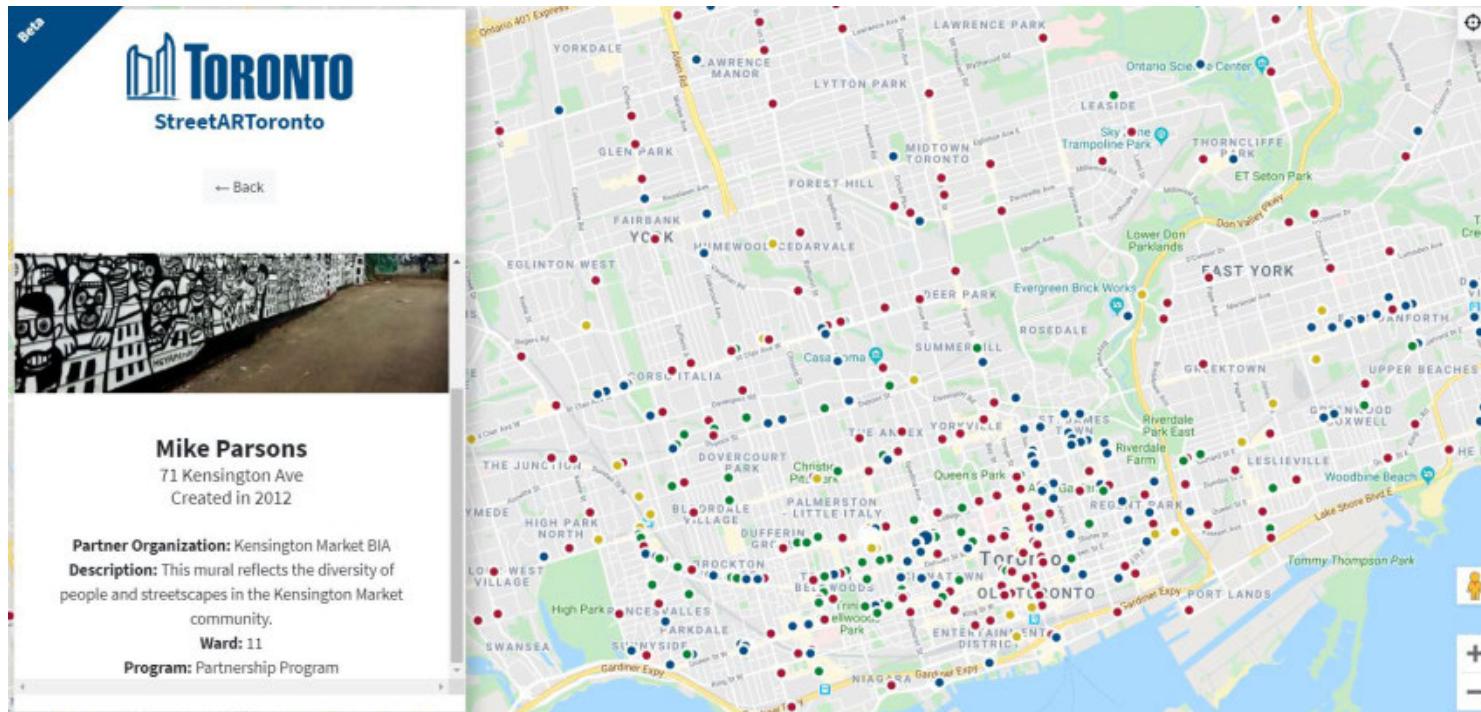
Toronto Waterhoarding Project
Artist: Keitha Keeshig-Tobias



265 Danforth Ave
Lead Artist: Jessey "Phade" Pacho

StreetARToronto – The Map!

Toronto 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, map entries describe 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.

StART Strategic Objectives

StART programs and projects are rooted in a set of values that demonstrate positive engagement among residents, business owners and operators, artists and arts organizations. Our strategic objectives include:



positive and powerful impacts
of diversity and inclusion



foster community
engagement and civic pride



encourage active
transportation



mentor
emerging talent



add colour
and vitality to
neighbourhoods



reduce and replace graffiti
vandalism with colourful
and vibrant art work



showcase Toronto artists
and contribute to their
skills development



help maintain infrastructure in a state-of-good-
repair which reduces maintenance costs,
makes our streets more inviting and safe

Career Ladder

StART consists of a suite of programs intentionally designed to provide artists with 'canvases' that range in size from small Traffic Signal Boxes to 14+ storey buildings. This Career Development Ladder allows artists to cultivate their talent with projects that provide a cumulative creative challenge.



Building the Pipeline: Workshops & Partners

WORKSHOPS

- Documentation & Promotion Workshops
- Working at Heights Training
- Community Engagement Workshops
- Speaker Series & Network Meetings
- Exhibits, Social Media & Web Platforms
- Promotion: How to tell your story
- Photography, Videography & Cultural Production
- Mental Health Workshops



PARTNERS

- 1,000+ Artists
- 60+ Arts Organizations
- 9 City Divisions
- 6 City Corporations
- Metrolinx, MTO, CPR, CNR, TTC
- Civic Hall Toronto
- Many community & business organizations, residents & businesses

2021 Year of Public Art

ArtworxTO: Toronto's Year of Public Art 2021 kicks off the City's new 10-year Public Art Strategy. The program aims to celebrate Toronto's collection of public art and the artists behind it, and to create more opportunities for the public to connect and engage with the work.

ArtworxTO aspires to provide new opportunities for Toronto and international artists to play a leading role in the development of public art projects within the city.

StreetARToronto is delighted to participate in Toronto's Year of Public Art through the celebration of our 10th Anniversary of creating street, mural and graffiti art throughout Toronto.



975 Danforth Avenue

Lead Artist: Elicser Elliott, Partners: East End Arts

StART Program Overview

9 Programs

Outside the Box

Programs that transform essential infrastructure to revitalize the streetscape

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

Road Murals

Programs that help communities address traffic calming to maintain a safe and efficient road system for all road users

Laneways of Toronto

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

Community Program

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

Partnership Program

A public/private partnership for mural projects

Underpass Program (StART UP)

A program that transforms underpasses and bridges to encourage walkability

Monumental Program

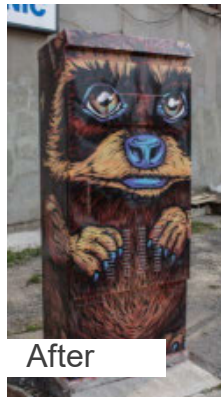
A program for murals of monumental size on tall buildings

Outside the Box

Outside the Box

The program was 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, **500+** boxes have been hand-painted or wrapped across the city.



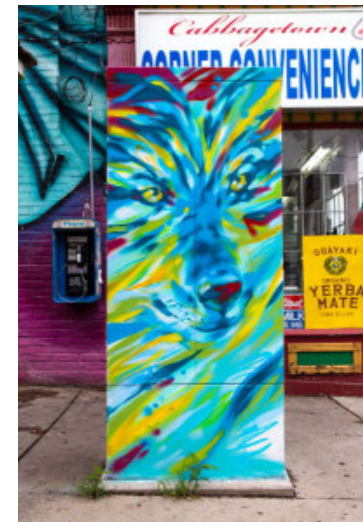
Artist: Julia Prajza



Artist: Natalie Very B



Artist: Jacquie Comrie



Artist: Natasha Dichpan



Artist: Ghazaleh Rastgar

Outside the Box

Guidelines:

1. Application Deadline: April, 6 2021
2. Artist applicants must reside in Toronto
3. Traffic signal cabinet dimensions and design template provided by StART - maximum 1 design per application
4. \$800 honorarium per box and maximum of 1 box per artist
5. 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 2016
TRAFFIC SIGNAL BOXES OF TORONTO

Transportation Services, City of Toronto. For more information on locations and artists visit toronto.ca/streetart/outsidethebox

Outside the Box

Summary:

Program Type: Call to Artists

Who Can Apply: Artists living in Toronto

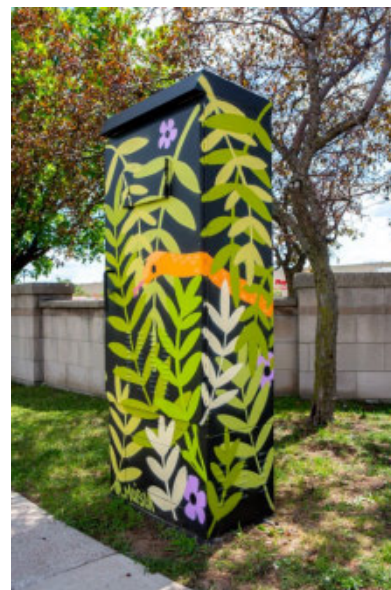
Deadline: April 6, 2021



Artist: Erika James



Artist: Jieun June Kim



Artist: Daniela Rocha



Artist: Frannie Potts

Concrete Barrier Program

Concrete Barrier Program

Guidelines:

1. Application forms available online:
www.toronto.ca/concretebarriers
2. Applicants must be at least 18 years old
3. Emerging and experienced street artists and photographic artists are welcome to apply
4. Experience in and/or an openness to community engaged visual arts practice is preferred
5. Call for applications will be announced in the first week of March 2021
6. Designs may be considered for a digitally printed wrap for the barrier, or for painting by the artist on the barrier



Artist: Elizabeth Jackson



Artist: Andres Musta

Concrete Barrier Program

Summary:

Program Type: Application

Who Can Apply: Emerging and established street artists and photographic artists.

Deadline: April 2021



Artist: Mahmood Hosseini



Artist: Jessey Pacho

Support Mural Program

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

Support Mural Program

Guidelines:

1. Application forms available online:
www.toronto.ca/startsupport
2. A conceptual sketch of the proposed artwork signed by both the property owner and the artist is required.
3. Designs and artwork are subject to final approval by the City of Toronto.
4. Supplies forms for materials are provided by StART.
5. Applications accepted throughout the year, mural projects must be completed by October 31, 2021.



96 Dearham Wood
Lead Artists: Chris Perez, Leyland Adams

Support Mural Program

Summary:

Program Type: Application

Who Can Apply: Property owners or artists on behalf of property owners

Deadline: Rolling application, open year round



228 Euclid Ave
Artist: Karen Roberts

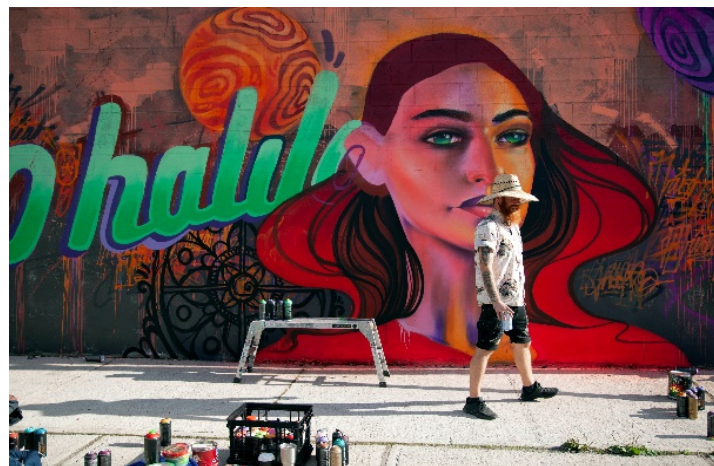
Community Projects and Partnerships

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

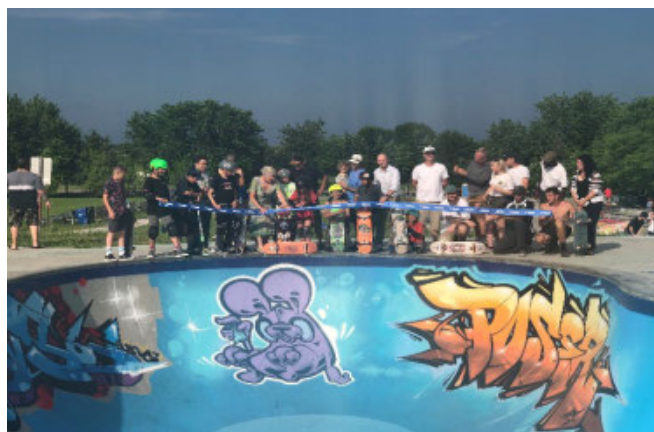
Community Projects and Partnerships

Fence Art



Scarborough Civic Centre
Lead Artist: Katherine Fleitas

Skate Parks



Ashbridges Bay Skatepark
Lead Artist: Various

Road Murals



Road Mural Emerson Ave
Lead Artist: Victor Fraser

Partnership Program

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.



Earls Court Park, 1369 St. Clair Ave W
Lead Artist: Alex Usquiano; Partners: MUSE Arts



1507 Yonge Street
Lead Artist: Leyland Adams, Partners: CNIB

Partnership Program

Guidelines:

1. Public/private grant program for murals
2. Maximum \$60,000 grant per project
3. Commitment to maintain the project for a minimum of 5 years
4. StART funding cannot be the sole source of funds for a project
5. Projects are selected through an application based process. An external Advisory Committee reviews applications and recommends projects for support.



750 Bloor St West
Lead Artist: Paula Gonzalez-Ossa with FULL SPECTRUM and SKAM
Partners: One By One Movement

Partnership Program

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 \$30,000 until project completion. For example, on a \$40,000 project, the hold-back would be \$2,500 (25% of \$10,000).



Sheppard-Yonge TTC Station, 10 Harlandale Ave
Lead Artist: KJ BIT Collective, Partners: TTC



777 Bloor St West, Bickford Centre
Lead Artists: Red Urban Artists Collective, Produced by Ringfire Productions

Partnership Program

Important Dates:

- **Early December:** Application package available at toronto.ca/streetart
- **February 22, 2021:** Deadline for Partnership Program
- **April 2021:** External Advisory Committee recommended projects
- **October 30, 2021:** Mural projects must be completed and launched
- **November 30, 2021:** Final reports must be completed
- Property owner permission required (template form provided online by StART)



777 Bloor St West, Bickford Centre
Lead Artists: Red Urban Artists Collective, Produced by Ringfire Productions

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

Budget Considerations

Ensure you plan and budget for the following:

- Insurance
- Permits
- Equipment Rental
- Road Closures
- Wall repair
- Property Owner Permission



Earlscourt Park, 1369 St. Clair Ave W
Lead Artist: Alex Usquiano; Partners: MUSE Arts

Partnership Program

Budget Considerations

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

<https://www.carfac.ca/tools/fees/>

CARCC

Copyright Visual Arts
Droits d'auteur Arts visuels

Canadian Artists Representation Copyright Collective

[home](#)
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[about copyright visual arts](#)
[copyright 101](#)
[fee schedules](#)
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Schedules for Copyright Royalties / Fees

[Cliquez ici pour version française](#)

Since 1968 CARFAC has issued schedules of royalties or fees for the use of the copyrights of visual/media artists. The schedules were initially developed by Jack Chambers and Tony Urquhart in 1968 and have been updated by CARCC over the years based on discussion with artists and users, negotiation, and factors like the cost of living. RAAV, founded in 1989 to serve the artists of Québec, upholds the same principles – that artists must be fairly compensated for uses of their works. In 2004 the Fee Schedule was harmonized with RAAV's to become the CARFAC/RAAV Minimum Fee Schedule.

All fees are considered minimum payments for the use of the copyrights and the professional services of visual and media artists. Some fees include the CARCC administrative fee and others do not – the inclusion will be indicated as the fees are listed. Copyright use royalties / fees are subject to sales tax. The rates listed do not include sales tax. All rates are in Canadian dollars. Please note that we do not put dollar signs beside every number.

CARFAC/RAAV Minimum Fee Schedule - Effective January 1, 2016	[FULL PDF]
A.0 Fee Schedule Guidelines 2016	[HTML]
A.1 Exhibition Fees 2016	[HTML]
A.2 - A.4 Reproduction Fees 2016	[HTML]
B.1 - B.4 Advertising / Commercial Fees 2016	[HTML]
C.1 - C.3 Artists' Professional Fees 2016	[HTML]
CARFAC/RAAV Minimum Fee Schedule - Effective January 1, 2017	[FULL PDF]
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C.1 - C.3 Artists' Professional Fees 2017	[HTML]

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HOME

NEWS

BECOME A MEMBER

SERVICES TO USERS AND ESTATES

REPRESENTATION

FEE SCHEDULES

SEARCH

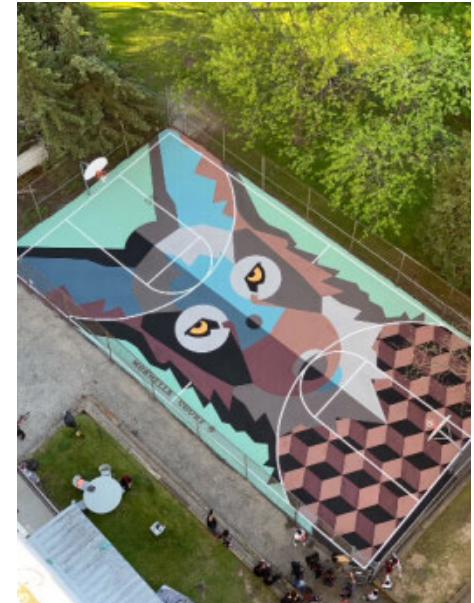
English Français

Partnership Program

Evaluation Criteria

To respond to evolving program needs, the 2021 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 state of good 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
- Begin 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 are not eligible for StART Partnership Program



Partnership 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



Partnership Program

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

Deadline: February 22, 2021



750 Bloor St West

Lead Artist: Paula Gonzalez-Ossa with FULL SPECTRUM and SKAM

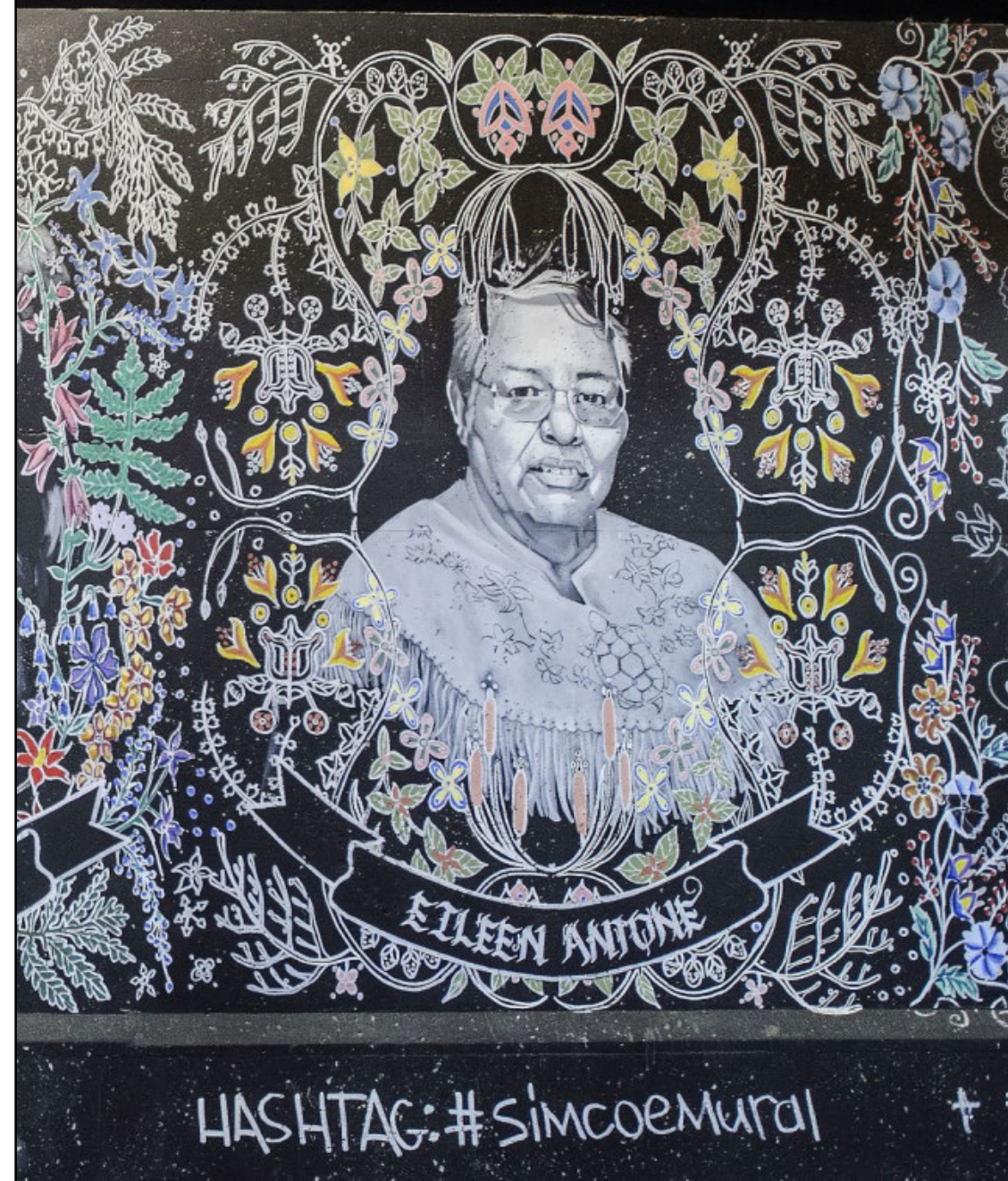
Partners: One By One Movement

Underpass Program 'StART UP'

Underpass Program – StART UP

Process:

- A roster of qualified artists is established through Request for Expression of Interest (REOI)
- Hyper local Advisory 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 Advisory Committee convenes and selects a successful proposal
- Up to five underpasses/bridges have been identified to receive art in 2021



Lower Simcoe Underpass (south of Front St. W.)
Lead Artist: Tannis Nielsen

Underpass Program – StART UP

Process:

- Interested Artists should complete the StART Request for Expression Of Interest
- Steering Committees shortlist 5 artists from a Roster of qualified 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 may be invited to sit on Advisory Committees



Jones Avenue Underpass
Lead Artist: Jason Pinney

Underpass Program – StART UP

Important Dates:

- Respond to the StART Request for Expression of Interest (EOI)
- January 2021 - Rolling opportunities begin
- Winter/Spring 2021 - Project locations announced
- October 30, 2021 - Deadline for projects to be completed and launched



Jones Avenue Underpass
Lead Artist: Jason Pinney

Underpass Program – StART UP

Summary:

Program Type: Call to artists via StART Request for Expression of Interest

Who Can Apply: Mid-Career and Established artists. Mentorships are provided.

Deadline: Complete StART's Request for Expression of Interest by February 28 to be eligible for consideration for 2021 projects.



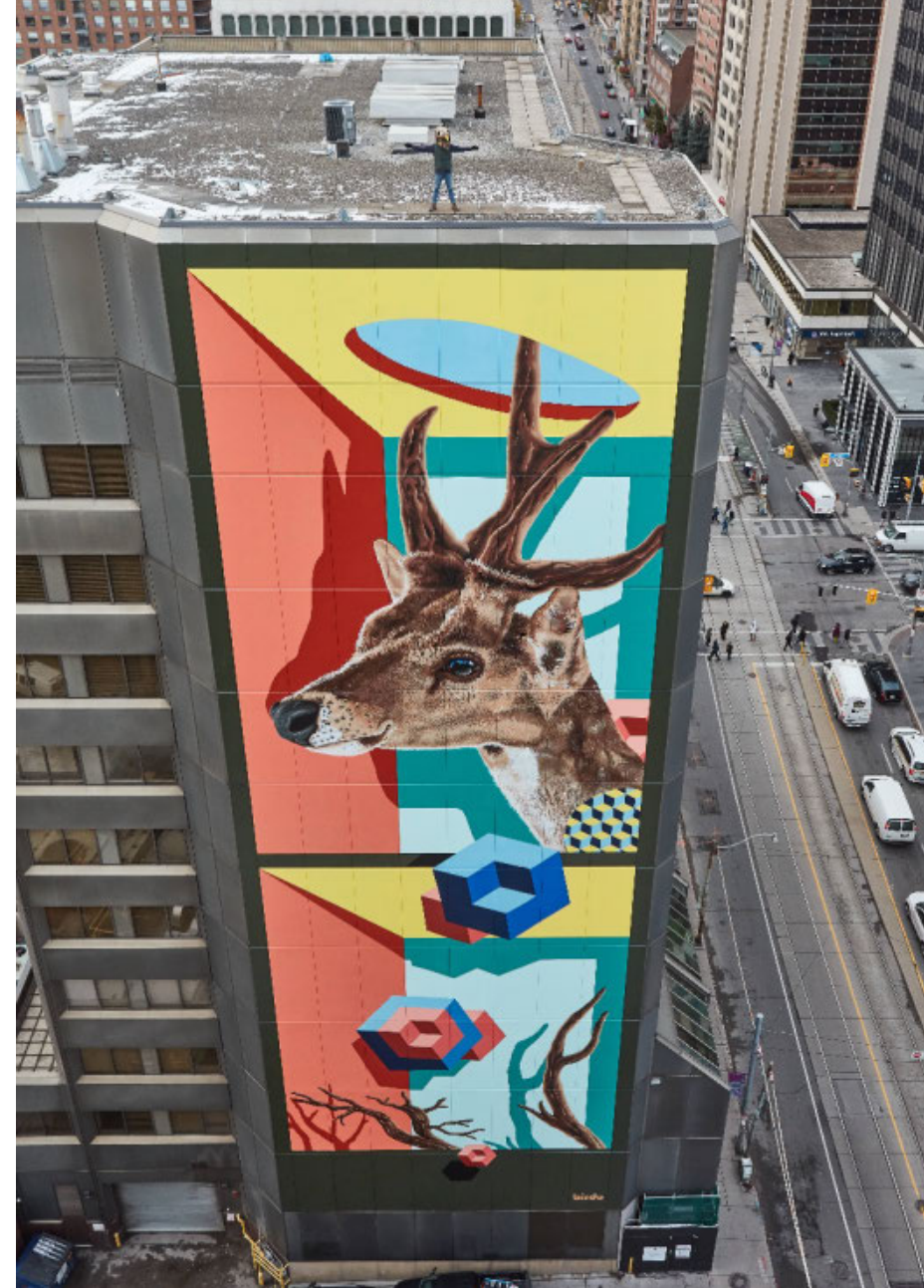
East End Bridges to Art – Carlaw Underpass Project
Lead Artists: Ryan Smeeton

Monumental Program

Monumental Program

Guidelines:

1. Launched in 2019 and open to artists or artist collectives.
2. Applicants must identify a large wall (minimum 3,000 ft).
3. Partner with the property owner and obtain permission for use.
4. Property owner must provide 35% of the total budget in cash. Other funding sources must be approved by StreetARToronto.
5. 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)

Deadline: To be announced mid-2021



Lead Artists: Dan Bergeron and Gabriel Spector

Artist Exchange Program
Special Calls
Mentorship
Beyond the Wall

Artist Exchange Program

International Projects

StART has supported collaborative artist exchange programs with 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: Alexander Bacon, Que Rock, Christina Mazzulla



Special Calls

Hoarding



Lead Artist: FLIPS

Front Line Heroes



Lead Artist: Alexander Bacon

ActiveTO



Lead Artist: Jasmin Pannu

Destination Danforth



Lead Artist: Monica Wickeler

Just Us



Lead Artist: SOLLER

Mentorship



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 Rainside Road)
Lead Artists: Dan Bergeron, Gabriel Specter
Mentee: Siddharth Avindukumar

Beyond the Wall

Exhibits



Market Gallery

Walking Tours



Youth Week Walking Tour

Guide Books

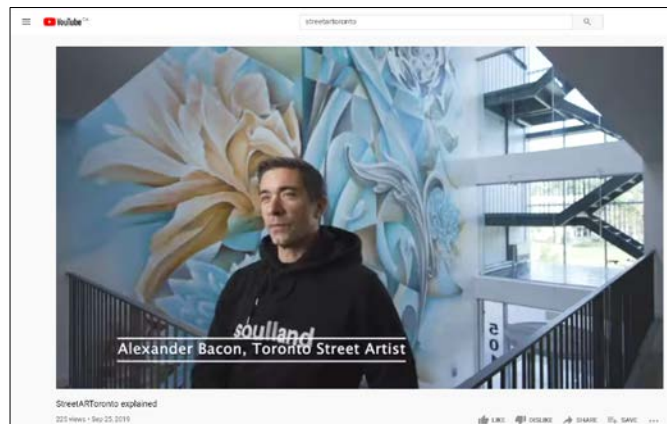


The **StreetARToronto Front Line Heroes Art Project** features a new series of street, mural and graffiti art that celebrates Toronto front line service providers including health care workers, volunteers and other heroes responding to the global coronavirus pandemic.

Titled "Celebrating Front Line Heroes" the works represent a diversity of essential workers of all ages, genders, backgrounds and professions from mail carriers and grocery store employees to teachers and sanitation workers, as well as doctors, nurses, and first responders, and painted by an equally diverse group of artists.

Take this booklet on a self-guided tour to explore Toronto at your own pace, and reflect on and celebrate with us the heroes who have helped us through the global coronavirus pandemic.

YouTube Channel



Speaker Series



StART Program Overview

PROGRAM	APPLICATION DEADLINE	WHO APPLIES?
Outside the Box	April 2021	Artists in Toronto
Concrete Barriers	April 2021	Artists in Toronto
Support Mural	Ongoing	Property Owners
Road Murals	Ongoing	Property Owners
Laneways	Ongoing	Property Owners
Community Program	Ongoing	Artists
Partnership Program	February 2021	NFP Organizations Artists Artist Collectives Cultural Producers
Underpass Program (StART UP)	February 2021	Artists
Monumental Program	To Be Announced	Artists/Artist Collectives

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.

StART Artist Directory

The StreetARToronto Artist Directory profiles local Toronto artists who are interested in working on graffiti and street art projects and serves to foster connections between these artists and individuals or businesses that have a project in mind.

Created with the purpose of profiling local Toronto artists who are interested in working on graffiti art and street art projects, the StreetARToronto Artist Database serves to foster connections between these artists and individuals or business that have a project in mind.

The City of Toronto does not endorse or sponsor any of the artists identified on this website.

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StART Events & Special Project Art Calls	
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Join StART Artist Directory	

Related Information


[Join the Artist Directory](#)

AKHNTN (View Profile)

AKHNTN (pronounced akhenaten) is an American illustrator and street artist. She has worked for many years illustrating for internationally-recognized video game companies like Ubisoft and Crystal.




Genevieve Ashley (View Profile)



OMEN (View Profile)

Omen's style is immediately recognizable, often cast in stark black and white his murals and canvases have a haunted quality about them. His use of negative space and ephemeral but controlled lines...



StART REOI

This Request for Expression of Interest (REOI) is StART's most accessible Call ever!

The goal of this Request for Expression of Interest is to expand StART's awareness of street art creatives who are interested and available to participate in StART projects. Expressions of Interest will assist Advisory Panel members when considering artists and other participants for StART Projects.



Online Form

StART Website



Video

Send a YouTube or Vimeo link to your video response to the REOI questions PDF to streetart@toronto.ca, or upload it to WeTransfer and submit to streetart@toronto.ca



By Phone or Online Meeting

Arrange to speak with a member of the StART team to set up a phone call or online meeting. You will be asked to respond to the questions in the REOI.

Accessibility

The City of Toronto is committed to creating an accessible City and building an inclusive society while providing an accessible environment in which all individuals have access to City services and programs in a way that respects the dignity and independence of people with disabilities. The City affirms its commitment to meet the requirements of the Ontarians with Disabilities Act, 2001 (ODA) [Opens in new window](#), Accessibility for Ontarians with Disabilities Act, 2005 (AODA) [Opens in new window](#) and the Ontario Human Rights Code.

COVID-19

StreetARToronto continues to look for artist opportunities in the public realm that align with the direction provided by the City and the Medical Officer of Health in an effort to reduce the potential spread of COVID-19. The City continues to update the website frequently, [toronto.ca/coronavirus](https://www.toronto.ca/coronavirus) (<https://www.toronto.ca/home/covid-19/>), as new facts are confirmed. Residents can also call the hotline 416-338-7600 to ask questions. Translation is available in many languages.



Scarlett Road Concrete Barrier Project
Lead Artist: Jasmine Choi

How to Stay Informed

We advertise StART art calls and projects on:

- StART website (www.toronto.ca/streetart)
- Akimbo website (www.akimbo.ca)

Social Media:

- Instagram [start_streetarttoronto](#)
- Facebook [StreetARToronto](#)
- Twitter [StART_Toronto](#)
- Direct emails to artist directory and past participants
- Mailing list

General Questions:

- streetart@toronto.ca
- graffiti@toronto.ca

