



Call to Artists: Centre City Banner Program

Deadline: March 9, 2019 at 4 p.m.

The City of Calgary invites artists to submit qualifications to be considered for the development of banner artwork to be installed on streetlight poles on up to seven bridges and streets in the downtown area

The selected artist will be responsible for:

- Development and refinement of thematic content;
- Creation of six art designs that illustrate the theme;
- Providing comments on fabrication proofs for quality control purposes;
- Submitting an artist bio and artistic statement for the work; and
- Developing an installation layout plan for each installation site.

The City will be responsible for printing and installation of the art designs.

The display period for the work will last approximately one year in length. This call is for artworks to be developed in 2019 for installation from 2019 - 2022.

The all-inclusive budget is \$7000.00 CDN and the submission deadline is March 9, at 4 p.m. MST.

Project Background

The Centre City Banner Program is an initiative led by The City's Urban Strategy department with assistance from the Public Art Program. Since 2008, this program has provided local artists with an opportunity to create banner artwork that has contributed to the vitality and attractiveness of Calgary's urban core.

The artwork is generally replaced annually with a new look and story to welcome people to the core. In the past, artists have been encouraged to explore Calgary's unique characteristics in the banner artwork – from Calgary's history, community, urbanity and natural landscapes. Overall, the banner designs have been celebratory in nature and have provided a punch of vibrancy to the public realm.

Banners have been displayed on gateways leading into the downtown area, including the Inglewood (Ninth Avenue S.E.), MacDonald (MacDonald Avenue S.E.), Louise (10th Street N.W.), Mewata (14th Street S.W.), Reconciliation (Fourth Street N.E.) and Centre Street (Centre Street N.E.) bridges. These spaces become open-air art galleries, acting as gateways to the downtown and cultural heart, and creating a narrative for pedestrians, cyclists and drivers.

Objectives for the Centre City Banner Program

Objectives for the program include:

- Enhance the streetscape and provide a vibrant and colourful placemaking statement.
- Highlight the bridges as important gateways into the downtown area.
- Celebrate Calgary's culture



Public Art Project Details

The selected artist will be required to create and submit six unique artwork designs to The City as high resolution files. Artists will be expected to engage the project team throughout the development of the artwork, participating and responding to critiques from the project team, and liaising with The City's pre-qualified printer to ensure the artist is preparing digital files that can be successfully printed.

Banner dimensions vary in size from 32" by 72" up to 32" by 77". Artists are only required to produce their design at the maximum height (77"), but should create their artwork to accommodate up to 5" of cropping at the bottom to adapt to shorter banner heights.

Artists will be asked to choose their preferred method for printing their banner artwork up front. Options include: digitally printed, CMYK screen printed, or SPOT screen printed.

- If an artist chooses SPOT screen printing, the artist will be limited to using up to four Pantone colours per artwork (plus white) and up to a total of eight Pantone colours across all artworks.
- If choosing to have the artwork screen printed, the artist will be required to liaise with The City's pre-qualified printer throughout the development of the design to ensure that the level of detail contained in the artwork can be successfully reproduced through a hand-screened process.
- The City's pre-qualified printer retains the right to refuse screen printing of artwork, and opt for digital printing if, in their opinion, the artwork cannot be successfully screen printed.

Artists will be requested to review and provide comments on colour samples and printing proofs for quality control purposes.

Artists will be required to develop and supply an installation layout plan for each install site. This layout plan will identify which art designs are to be installed on each pole, which direction the artwork will face and whether any mirroring is required.

Artist will be required to develop and supply an artist bio and artwork statement that may be used in The City's communications about the banner program.

Note: The artist's scope of work and budget does not include printing, installing or maintaining the banners. These tasks will be financed separately and managed by The City. All printing will be undertaken by a printer that has been pre-qualified by The City.

Submission Deadline

Deadline for submissions is March 9, at 4 p.m. MST.

No extensions will be granted and late submissions will not be considered.

Considerations

- It is preferred that artists reside in the Calgary area or region.



- Street banner artwork must be colourful. Bright and bold colours are preferred as they tend to fade less than light or pale colours across the one-year viewing period.
- Overly pale, white, grey or sky blue colours are discouraged as they blend into the background under varying sunlight conditions and from different view perspectives.
- Final artwork design should contain sufficient detail for pedestrians yet be legible from a distance for motorists and cyclists.
- Artwork must be original.

Artists may be selected through this call to develop artwork for future banner programs.

City of Calgary Project Team

The artist(s) will work closely with members of The City’s project team, which includes but is not be limited to, Public Art Program staff, a City of Calgary Project Manager, The City’s pre-qualified printer and community representatives.

Budget

The total, all-inclusive artist budget for this public art project is \$7000 and includes (not limited to) all costs associated with the creation and communication for the banner artwork design:

- Artist fees (including administration);
- Travel and parking;
- Research;
- Engagement project team;
- Communications;
- Materials and equipment.

PROJECT TIMELINE	
Artist Selection	March 2019
Artists contracted	April 2019
Artwork Design	May 2019
Installation	June 2019 – June 2021

Submission Requirements

- Current C.V. including email and contact information;
- Artist Statement that describes your current artistic practice;
- Letter of Interest that explains why you are interested in this opportunity. Maximum one page, 500 words;
- Ten images of current or past works in PDF format. The following information should be included:
 - Title
 - Date



- Size/Duration
- Materials
- Budget
- Brief description
- Two professional references who can speak to professional qualifications and/or relevant budget experience. The City reserves the right to contact all references without prior communication with the applicant.

Method of evaluation

The application process is competitive. The selection panel will review all compliant applications and assess qualified applicants. The following criteria will be utilized:

- Qualifications and relevant artistic practice;
- Demonstrated project/budget management experience for a budget of minimum \$5,000;
- Strength of Letter of Interest;
- Quality of references.

Applications should be emailed to publicart@calgary.ca. Please include "Centre City Banner" in the subject heading.

Please note, only electronic submissions will be accepted.

Selected Artists will be notified by March 2019