

2024 Mural Project - Call to Artists

The 4th Street BIA is now accepting applications for a mural project on 4th Street SW. Artist teams, artist collectives or individual artists who are interested in creating a mural on a unique surface are encouraged to apply. We encourage submissions from groups that are typically underrepresented including Indigenous and Racialized individuals, LGBTQ2S+ identifying individuals, Francophone, deaf persons, and persons with disabilities. The 4th Street BIA recognizes and values diversity and inclusion and unique dimensions of diversity including race, ethnicity, gender, disability, age, religion, sexual orientation, work style, communication style, learning preferences, newcomers, immigrants, and others.

For 2024 we have 2 walls selected

1. 2310 4th Street – Vin Room – brick wall on south side of the building
2. 330 26 Avenue SW – Roxboro House – wall with glazed over windows next to the dollar store

Budget

An all-inclusive budget of location 1 is \$10,000.00 CAD and location 2 is \$20,000 CAD maximum is available for each wall, including GST. One artist or artist team will be hired per wall from this call.

Submission deadline

4:59 p.m. MST, Friday, March 1st 2024

Project start

May 1st 2024 (weather permitting)

Project completion

May 31st 2024 (weather permitting)

Project description

This mural call is an opportunity for artists, artist teams or collectives to paint murals on 4th Street SW.

The murals should relate to each other, and should have some of the following:

- One of our 3 brand colors highly visible – see www.4streetcalgary.com for branding colors
- Some sort of floral aspect

Goals This project will:

- Support local artists, businesses, and organizations.
- Reflect the people and history who live in the communities where the art is located.
- Provide support for public art projects by professional artists at any level of experience.
- Encourage a diverse representation of artists, art practices, ideas, and topics.

How to submit

Email jennifer@4streetcalgary.com with all the required documents attached in a single email prior to 4:59 p.m. MST, Friday, March 1st 2024

Email subject line should include: **4th Street public art mural project submission**

The maximum file size for an email is 10 MB. Submissions are accepted in electronic form only.

All submission files must be compatible with a PC. Links to posted media or content will not be viewed. All content must be contained within the email. Incomplete or late submissions will not be considered.

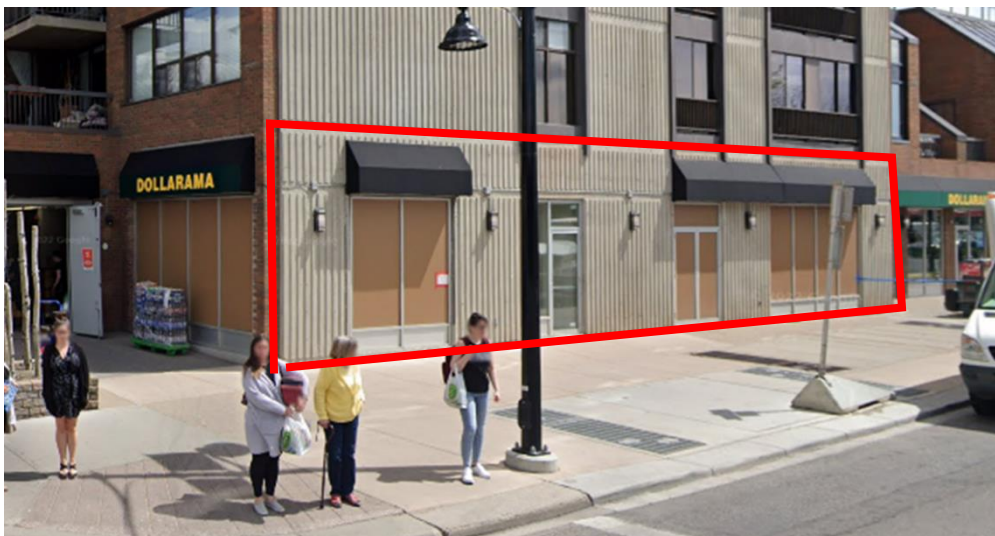
Approval of the mural content and final layout will be by the 4th Street BIA. The 4th street BIA will be the owner of the mural after completion.

Locations:

2310 4th street – north side laneway – approximately 20x15



330 26 Ave SW – west side, faces 4th Street – approximately 60x20



How to apply

Submission package

Eligible submissions must contain:

a) Letter of interest (maximum of 200 words) Letter of interest should answer the requirements in the evaluation criteria below.

b) A current resume/curriculum vitae with applicable examples of work in related areas, educational experience, and contact information.

c) Up to five (5) images of past work. One artwork per image. Collage images are permitted. Include an image list with a brief description of the commission, title and date of each work, and information on project partners where applicable.

Academic qualifications (are not required) if applicants can demonstrate their experience and ability in their application. Applicants are asked to demonstrate their experience building or working with builders to develop and create original artistic concepts.

The submission package will be evaluated based on the application criteria below.

Note that artwork concepts (proposals) are NOT required at this application stage.

Evaluation criteria

A. Understanding of the project: 40 points

- Why this opportunity appeals to the artist (10 points)
- How the artist's background and practice will contribute to this project (10 points)
- How the artist is connected to the area (20 points)

B. Project experience: 20 points

- Experience in working to a schedule; demonstrated ability to deliver a project on a timeline (10 points)
- Demonstrated ability to collaborate with project teams, other stakeholders and engage with the public (10 points)

C. Artistic practice and impact: 30 points

- Demonstrated artistic excellence (10 points)
- How the artist will foster community building and encourage communal conversations (20 points)

D. Related experience: 10 points

- Demonstrated, relevant experience in working on murals and managing budgets (10 points)