

Call to Artists

1.0 Artist opportunity

The Esquimalt Community Arts Hub (ECAH) invites artists and artist collectives with exterior mural experience to submit their credentials, examples of prior experience and a preliminary vision for the development and execution of an outdoor mural as part of the Esquimalt Mural Festival.

The wall is located at_____.

2.0 Background

The festival is funded through grants, sponsors, donations and private property owners. This year, ECAH has received partial funding from the Township of Esquimalt to aid in our quest to enhance and transform public spaces to create a vibrant, visual identity for the community. Through ECAH's hard work and coordination, the festival will promote outdoor exploration and reduce graffiti along our main street. The project will support local small business owners with much needed revitalization and tourism.

Funding will be implemented through an application process to develop murals at various locations, specifically for the purpose of increasing civic pride, reducing unwanted vandalism and graffiti and helping foster community identity.

3.0 Location and Community context

The Esquimalt Community Arts Hub (ECAH) opened in October of 2020 to contribute to the thriving arts community in the Township of Esquimalt. ECAH's mission is to make art accessible for everyone. The Esquimalt Community Arts Hub is a grassroots non-profit society and we are primarily funded through a limited private donation. We are volunteer run and operated. Our contributions to the arts community include organizing workshops and events, as well as holding various exhibitions and selling the work of local artists and artisans in our gift shop.

The Township of Esquimalt, before the arrival of European settlers, has been inhabited by First Nation peoples for 4,000 years. It is a vibrant community of around 17,000 people, a number

that is growing every year. Esquimalt was historically known for its Navy base and, formerly, an affordable borough of Victoria. Now, the community is flourishing into its own identity. An identity that the mural festival will further explore and represent.

Esquimalt honours the Lekwungen Territory and recognizes the location as home to diverse populations. There is a strong community, neighbourhood-feel that can be seen in countless examples at our local events like Rib Fest, Buccaneer Days, and Esquimalt Farmers Market. Since Esquimalt is a business community, we don't necessarily rely on tourism; we thrive on community support and serving the people who live and work here. There is a big urban gardening community, many people are focused on environmentalism, sustainability, food security, like Rainbow Kitchen. This means our proximity to the ocean, High Rock Park, Saxe Point Park, and Fleming Beach are even more treasured! Esquimalt has a "hidden gem" mentality. We were previously an overlooked place, but are now coming into our own.

Esquimalt is located on the traditional territory of the Lekwungen People, known today as the Esquimalt and Songhees Nations. The Lekwungen People have lived on these lands for thousands of years, carefully managing all of its rich resources. The First Nations art is traditionally seen on internal house posts, houseware objects and clothing, as well as presently around Esquimalt. The territory presently includes the Songhees Wellness Centre, signs of the Lekwungen (a public art project spread around the community) and the beautiful Westsong Walkway.

4.0 Location

The following site at _____ has been identified for a public art mural.

Dimensions:

Material:

Budget:

5.0 Site history

6.0 Project overview and design parameters

(604) 999-8427

hello@ecah.ca

The artwork for the Esquimalt Mural Festival mural project should support the vibrancy of the location and help enhance the pedestrian realm and sense of place, while beautifying the streetscape.

Themes to explore:

- Community - neighbours helping neighbour, taking care of each other
- Sustainability, food security, celebrating urban gardening
- Recognizing and honouring the Lekwungen Territory
- Community flourishing into its own identity
- Nature / parks / ocean

The artwork in these public spaces should celebrate community spirit and take into account the neighbourhood's identity and the cultural, historical, and natural attributes of the site.

The artwork must adhere to the following design parameters:

- be an outdoor mural installation, suitable for exhibition in a public space
- Site-specific and relevant to the context of the community
-
- support revitalization and economic activity
- Takes into consideration the scale and size of the mural site and intended audience
- May not discriminate against any person or group based upon colour, race, ancestry, religion, ethnic origin, sexual orientation, age, language or disability
- May include reference to the site / business location, but may not contain commercial advertising

Notes:

- ECAH will pay for costs related to the promotion of this project
- Final designs will be reviewed by the site owner and the Township of Esquimalt

7.0 Budget

The budget includes, but is not limited to, costs associated with the creation and implementation of the mural project:

- Site / wall prep including power-washing and spraying anti-mildew
- artist fees (including artist design, research and administration)
- assistant fees
- studio rental costs
- concept plan and renderings
 - 1 preliminary or draft design that will be reviewed by ECAH, the site owner and the Township of Esquimalt (1-2 revisions of the final design may be required)
 - Further revisions will be additional paid work outside the scope of this RFP
- all materials
- fabrication and construction
- freight, transportation and shipping
- Liability insurance and taxes
- contingency
- documentation, video and photography will be paid by ECAH

Disbursements will be made throughout the project as follows:

- An initial payment of 50 per cent will be paid within two weeks of a signed letter of agreement
- A second payment of 25 per cent will be paid mid-development
- A final payment of 25 per cent will be paid at installation/completion

8.0 Estimated timeline

The anticipated schedule for selection of an artist/artist collective and completion of the project is outlined below. ECAH reserves the right to modify these dates as required.

Project Phase	Date
RFP issued	
RFP submission deadline	
Final selection	
Design development/production/fabrication	
Installation/completion	
Unveiling event in conjunction with Esquimalt Mural Festival celebrations	

9.0 Eligibility

This RFP is open to professional artists and artist collectives with experience creating mural works. Artists working in any mural medium, style or technique – i.e. aerosol, mosaics, ceramics, paints – may apply.

Successful applicants must demonstrate the professional capacity to oversee the design, implementation and production of a mural project for the Esquimalt Mural Festival.

10.0 Selection committee & process

All applications submitted under this RFP will be reviewed by ECAH staff and a professional mural consultant.

11.0 Selection criteria

All applications will be assessed based on qualifications, conceptual approach and experience.

- **Criteria**
 - Artist's vision, approach and insight is appropriate for the project.
 - Artist qualifications – Professional experience demonstrates ability to execute an outdoor mural project of this scale while adhering to budgets and timelines.
 - Artistic excellence – Examples of Artist's work reflect relevance, innovation, originality and skilled technique.
 -
 - Degree to which the proposal/renderings/design concept are responsive to the existing character of the site, and community, intended audience.
 - Technical feasibility and probability of successful completion.

12.0 Entry procedure

The Esquimalt Community Arts Hub will only accept electronically submitted applications to murals@ecah.ca. Deadline to apply is **Friday, February 1, 2021 at 4 p.m.**

13.0 Submission requirements: RFP

Submission must contain:

a) Letter of intent and proposal (3 pages maximum):

- Include your name, address, contact information, short biography and website
- Describe your general artistic approach and your preliminary vision for this project, including materials
- Outline your experience creating artwork for the public realm
- Include proof of your ability to successfully execute an outdoor mural project of this scale within the budget and timeline required
- Confirm availability to undertake this project within its timeline in Esquimalt.

Please Consider:

- How the artwork will enhance the existing character of the site through scale, colour, material, texture, and content.
- If the artwork considers the historical, geographical and/or cultural features of the site
- If there is a relationship to existing architecture and landscaping
- How the mural will contribute to the intended audience's experience in Esquimalt

b) Visual images and documentation list (portfolio) (3 minimum/10 maximum, JPEG files):

- Digital images of past work that best demonstrate your qualifications for this project. At least 2 of these images should be of similar scale and scope to the artwork being proposed in the artist's letter of intent.
- Please include documentation with the images. Include title of work, medium, approx. dimensions, budget, location and date.
- **OR** URL to the artist's public portfolio if the website contains descriptions of projects. If descriptions are not provided on the website, include a document with 2 - 3 project descriptions that reference content on the website

- c) **Budget:** An itemized budget based on the project proposal. The artwork budget is inclusive of all taxes, artist fees, artist sub-consultant fees, fabrications, costs.
- d) **If chosen, concept designs and/or renderings:** If successful, a rendering or detailed design will be created. See budget.

14.0 Application deadline

All submissions to this RFP are due on or before **Friday February 1, 2019 by 4 p.m.** Incomplete applications or those received after the deadline will not be accepted.

Please note – application materials will not be returned.

15.0 General provisions

Artist agreement: Upon notification of being awarded a commission, the successful Artist will enter into an agreement with the Esquimalt Community Arts Hub. The successful Artist will have a 5-day time period to finalize and sign the agreement.

Communication with the selection committee: Esquimalt Community Arts Hub will be responsible for all communications, either verbal or in writing, between artists making submissions and members of the selection committee.

Insurance: The artist will need to acquire their own insurance.

Intellectual property: The artist will retain copyright of the artwork. The Artist must assign partial ownership of the artwork to Esquimalt Community Arts Hub, the Township of Esquimalt and the site owner for digital use in the future. ECAH will not alter the artwork for purposes of maintenance, conservation etc. without prior consultation with the Artist. The site owner reserves the right to move or de-accession the artwork if necessary and will make every effort to notify the Artist.

Loss or damage: While every precaution will be taken to prevent loss or damage, ECAH and the site owner and its agents shall not be liable for any loss or damage, however caused.

Esquimalt Community Arts Hub
901 Esquimalt Road
Esquimalt, BC
V9A 3M7

ECAH

(604) 999-8427

hello@ecah.ca

Concept designs/renderings: Concept designs/renderings may be displayed publicly in an open forum if successful.

Original work: This commission is for a new piece of artwork. The Artist must guarantee that the proposed artwork is original and does not violate the copyright, rights to use designs, or cultural appropriation of any other person or culture.

Reserved rights: ECAH is not obliged to accept any of the submissions, and reserves the right to reissue the Call to Artists, make no selection or cancel the process as required.

Submission requirements: All submissions must be received via email at murals@ecah.ca. No extensions will be granted and late submissions will not be reviewed. Please read the full Call to Artists and RFP terms of reference to ensure compliancy with submission requirements. Incomplete submissions will not be considered.

Maintenance: Artist(s) will be required to provide general maintenance for two-years from the date of installation for the work produced to ensure durability.