

Call to Artists

for Expressions of Interest and Preliminary Concepts

Central Park Banner Artwork

Artist Fee: \$5,000

Deadline: May 14, 2024

ART OPPORTUNITY OVERVIEW

The Winnipeg Arts Council and West End BIZ invite artists (and artist teams) to submit expressions of interest to create artwork for street banners installed around Central Park in the West End of downtown Winnipeg, Manitoba, located on Treaty 1 Territory.

Unlike a conventional district branding exercise, the selected artist/team will create a cohesive body of vibrant, site-specific, thought-provoking contemporary artwork. The selected artist/team will be responsible for creating at least six original artworks and providing high-resolution files for digital output on twelve (12) double-sided banners. The West End BIZ will fabricate and install the banners.



[Winnipeg's Public Art Program](#) endeavours to increase the use and enjoyment of public space, build social cohesion and celebrate the unique character of Winnipeg, a city located on Treaty 1 Territory and the lands of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, in the National Homeland of the Red River Métis.

WESTEND BIZ



WINNIPEG
ARTS COUNCIL

This public art project is a collaborative initiative between the Winnipeg Arts Council and the West End BIZ. The [Winnipeg Arts Council](#) funds, supports, and promotes development of the arts for the people of Winnipeg. The [West End BIZ](#) works with its members to benefit its entire community – businesses, residents, and visitors.

CENTRAL PARK

The Central Park Neighbourhood is one of the most densely populated areas in Winnipeg, with an average of 14,000 people per square kilometer. Traffic is primarily pedestrian, and the neighbourhood has the highest concentration of New Canadians and refugees in the city. It is truly a global community, culturally rich and diverse with many people of African, Arabic, Chinese, Filipino, Vietnamese and First Nations descent.

Central Park has a long history as a meeting place and was renovated in 2011 with amenities for people of all ages: a playground, a large field for soccer and other sports, interactive public art, a waterpark, and multiuse picnic tables. The park hosts a market throughout the summer, with live entertainment and dancing on Saturday nights. Soccer is a popular summer activity, and in winter residents—many of whom may have never seen snow—learn to ice skate on the public rink.

PROJECT SUMMARY and ARTWORK GOALS

Unlike a conventional district branding exercise, the selected artist will create a cohesive body of vibrant, site-specific, thought-provoking contemporary artworks to be installed on banners around Central Park. The artwork will draw people into the park and neighbourhood and encourage interaction with its communities. The artwork will include a series of at least six (6) original designs. However, it could include up to 24 different variations because there are 12 double-sided banners to be printed.

The Central Park Banners will be installed for a minimum of 2 years. Once the banners are removed, they may be upcycled into unique bike panniers and/or other products through partnerships with artists and organizations such as Winnipeg Trails Association's Goal 5 Bike Project, to reduce materials sent to landfill.

SITE LOCATION and PLANS

All banners will be mounted on 12 double-sided banners in and around Central Park, along Edmonton Street and Cumberland Avenue. Please see attached [map](#).

ESTIMATED PROJECT TIMELINE (2024)

Project Announcement	April
Deadline for Expressions of Interest/Preliminary Concepts	May 14, 5pm
Review of Submissions and Selection of Shortlist	May
Shortlisted artists/teams create detailed proposals	May - June
Artwork Selection and Commission is Awarded	July
Award Refined for Production	August
Artwork is installed	September

TECHNICAL REQUIREMENTS/ARTWORK DESIGN PARAMETERS:

- Artwork will be printed on both sides of the banner;
- The artwork must be visible when viewed at a distance, but may also include details that are more apparent when walking nearby;
- The artwork should consider the cross-seasonal visual impact of the banner (i.e., focus on vivid colours while minimizing washed out colours and white);
- Banners will be printed on vinyl with solvent inks;
- Any text must be at least 2"/50.8mm/200pt in height;
- Banner size is 30" x 90" – with additional 3" sleeves on the top and bottom, see attached banner TEMPLATE;
- Add a ¾" bleed;
- Keep all images and text within the "Safe Area" to ensure that nothing is impacted by stitch lines;
- The production print must be exported at 300 dpi.
- The Selected Artist will work closely with the West End BIZ and the manufacturer to ensure that the desired overall look of the banners are achieved.
- Artwork that engages with AI and/or stock images will not be considered for this project.

The Selected Artist/team should be aware that the banners may be subject to damage by the elements. Therefore, artists/teams must accept the risk that their artwork may be damaged, altered and/or removed by the West End BIZ at any time.

ARTIST ELIGIBILITY

This temporary public art competition is open to professional* Winnipeg-based artists (and artist-teams).

The Winnipeg Arts Council is committed to equity and inclusion. We encourage applications from all artists including, but not limited to, Indigenous, Black, and racialized artists, 2SLGBTQ+ and non-binary artists, Deaf artists, and artists with disabilities.

**The Public Art Policy defines a professional artist as a person who is critically recognized as an artist; possesses skill, training and/or experience in their artistic discipline; is active in and committed to their art practice; and has a history of public presentation.*

ARTIST FEE

The selected artist/teams will receive \$5,000* (including GST, if applicable) to create original artworks, provide high-resolution digital files, and work with the West End BIZ to output their artwork onto the banners. **Fabrication and installation costs will be covered by West End BIZ and are not the responsibility of the artist.**

SELECTION CRITERIA and PROCESS

Artwork will be selected through a two-stage process. Expressions of Interest will be reviewed by a Selection Committee on the basis of:

- Expressed interest in this project and sensitivity to the site and context
- Artistic merit
- Qualifications and professional experience of the artist
- Ability to provide high-resolution digital files by the required date
- Ability to meet Artwork Goals and Technical Requirements
- Experience with and/or expressed desire to ethically create artwork for and in the public realm

The Selection Committee may recommend a shortlist of artists/teams who will be invited to develop a detailed artwork proposal. An honorarium of \$1,000 for proposal development will be extended to the shortlisted artists/teams. Shortlisted artists/teams will have approximately four weeks to complete the proposal. A final recommendation will then be made from the short-listed artists/teams, if appropriate.

The artist/team selected for the final commission will be required to enter into an agreement with the Winnipeg Arts Council and West End BIZ which will contain provisions including but not limited to payment, rights of ownership and use. The completed artwork will be the property of West End BIZ but the moral and copy rights will remain with the artist/team.

**Please note that the Winnipeg Arts Council and West End BIZ are not compelled to award the project based on the submissions received.*

SELECTION COMMITTEE

The Selection Committee will include community members, artists, and design professionals, as well as representation from West End BIZ. The selection process will be facilitated by the Winnipeg Arts Council.

APPLICATION CHECKLIST

Please read through the Call to Artists prior to completing your submission. A complete submission package includes the following documentation in PDF format:

1. Contact and Statistical Information Form

2. Written Expression of Interest and Preliminary Concept*.

Please describe your interest in this project and your preliminary concept* as it relates to the artwork goals, site and context detailed above. Outline your approach to the artwork. Highlight your qualifications and experience working with site-specific artwork, as well as your ability to successfully execute this project within the timeline set out above.

**Please note that final artwork is not requested at this time.*

3. Artist Bio and Statement of Artistic Activities

4. Digital Images

Provide 10 images (jpgs or pdf pages) that are representative of your artwork for the Selection Committee to review. Please include documentation of related and/or public/sited artworks, if possible. You may include sketches that relate to your Preliminary Concept, but they are not required.

5. Digital Image List

Please include the name of the work, the year created, and if applicable, name(s) of collaborator(s) and your role in the creation of the work.

Submissions should be sent digitally via [WeTransfer](#) to info@winnipegarts.ca with the subject line *Central Park Banners* on or before May 14, 2024 at 5pm. All applicants will receive confirmation of receipt by e-mail.

Questions? Please contact:

tamara rae biebrich
Public Art Manager
Winnipeg Arts Council
204-943-7668
tamara.rae@winnipegarts.ca

CONTACT and STATISTICAL INFORMATION FORM

Last Name: _____ First & Middle Names: _____

Mailing Address: _____ Postal Code: _____

Phone: _____ E-mail: _____

Website or Instagram: _____

Statistical Information

The Winnipeg Arts Council encourages all applicants to provide statistical information. We use this information to help understand who is participating in our programs. We collect information such as your year of birth, identity, and language of communication for program planning, evaluation, and policy development. This helps us understand how well our programs are engaging with diverse art forms, ideas, and communities. [Your responses to the questions in this section are completely voluntary.](#) You can provide as much or as little information as you choose. The information you provide will not be used to assess your submission.

Gender: _____

Year of Birth: _____

Do you identify as First Nations, Métis, or Inuit?

YES, please specify: _____

NO

Do you identify as a member of an equity-deserving community?

YES, please specify: _____

NO

Language Information

What is your primary language? _____

What other languages do you speak, read and/or understand? _____

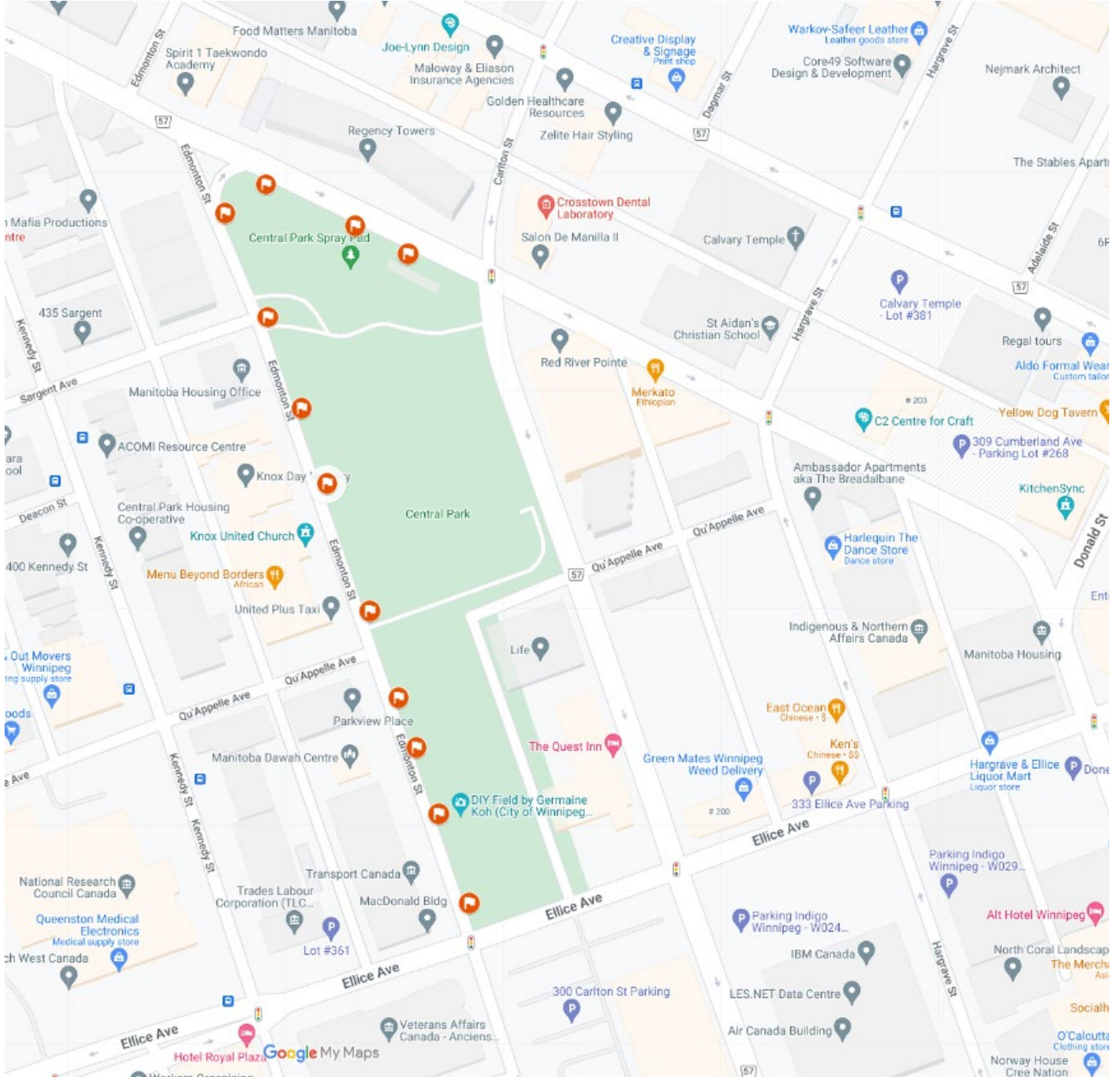
CHECK LIST

- 1. Contact and Statistical Info Form (this form)
 - 2. Written Expression of Interest and Preliminary Concept
 - 3. Bio and Statement of Artistic Activities
 - 4. Digital Images
 - 5. Digital Image list
-

How did you hear about this project? _____

WESTEND BIZ

CENTRAL PARK BANNER LOCATIONS [MAP](#)



Central Park Banners
Call to Artists

WESTEND BN

CENTRAL PARK BANNER TEMPLATE

- Banner size is 30" x 90" – with additional 3" sleeves on the top and bottom.
- Keep all images and text within the "Safe Area" to ensure that nothing is impacted by stitch lines.
- Add a 3/4" bleed.
- Any text must be at least 2"/50.8mm/200pt in height.
- The production print must be exported at 300 dpi.
- Artwork will be printed on both sides of the banner.
- Artwork must be visible when viewed at a distance, but may also include details that are more apparent when walking nearby.
- Consider the cross-seasonal visual impact of the banner (i.e., focus on vivid colours while minimizing washed out colours and white).

