

August 16, 2022

The Waterfront Business Improvement Area (WBIA) in partnership with OCAD University is seeking proposals from artists with experience in visual arts to paint murals on Bell utility boxes. There are seven boxes located within the WBIA boundaries with variable sizes. The goal of this project is to add an element of beautification to the streets of our neighbourhood and to prevent the boxes from getting vandalised by adding art to the boxes along with graffiti coating to protect the art piece after it is completed.

### **Guidelines for Final Artwork**

The WBIA and OCAD University, and Bell respect the freedom of creativity that comes with the visual arts, as such, there are some general requirements that we request of the selected artist(s).

- In tandem with the forthcoming OCAD University Creative Centre for Climate Action at the Canada Malting Silos, the theme of this call is “climate resilience; working together towards our future”
- The artwork to feature elements of near-by waterfront landmarks that are close to the assigned bell boxes. The landmark can be represented in the artist’s unique style and does not have to be the primary element of the piece. However, these elements should not be portrayed negatively.
- All partners in this project reserve the right, but not the obligation, to refuse to produce any materials, in whole or in part, that in its sole discretion deems to be offensive, indecent, or otherwise inappropriate and regardless of whether this material or its dissemination is unlawful

### **General Methodology and Timeline**

These boxes will be cleaned by Bell before the artist can begin their work. Artists will need to make sure that the box identification number outlined by a yellow sticker on the upper corner of the box is maintained as-is. After the artwork is completed Bell will prime the boxes in anti-graffiti coating.

The call is open to current OCAD students and alumni. The call for artist will be closed on **August 31, 2022, at 5pm**. Final artists selected to carry out the project will be notified by **Friday September 9, 2022**, and they will be required to submit mock-ups of their artwork to be reviewed and approved by Bell, OCAD, and the WBIA prior to installation. The deadline for mock-ups is **September 23, 2022**, by 5pm. Mural production must be completed by **October 31, 2022**, at the latest.

### **Budget**

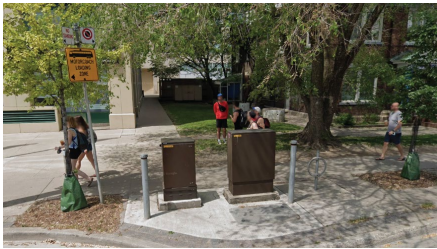
- Artist fee: between \$500 to \$750 dependant on the size of the box allocated to the artist.
- Materials Fee: up to \$200

## Submission Requirements

- A one-page Artist Statement indicating the artist's interest in the project and their approach to the theme.
- A portfolio of their previous painted artworks, representative of their style intended to be used for this project. No more than eight pieces.
- All submissions should be submitted via email to [dorsa@waterfrontbia.com](mailto:dorsa@waterfrontbia.com) in a single PDF document

## Box Locations

The boxes that are grouped together must be painted by the same artist as they are adjacent to each other and must have similar or continuous design.



1. Two small boxes on the west side of Lower Spadina Avenue just north of Queens Quay West



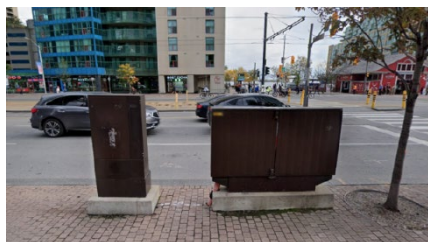
2. Medium box at Toronto Music Gardens on south side of Queens Quay West



3. Large box at Little Norway Park on south side of Queens Quay West



4. Large Box on south side of Lakeshore Boulevard just east of Rees Street



5. One medium and one small size box directly in front of Love Park at the northeast corner of Queens Quay West and York Street