



# FOUR SEASONS HOTEL TORONTO

## ARTWORK COMPETITION DESIGN BRIEF

### NARRATIVE + TECHNICAL SUMMARY

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January 28, 2019

FOUR SEASONS HOTEL TORONTO

ARTWORK COMPETITION DESIGN BRIEF

ART  
OF TODAY

AN ICON  
IN THE CITYSCAPE

URBANISM AND  
CITY BUILDING

INTERIORS

EXCEPTIONAL  
COLLECTION OF  
CANADIANA ART

VISION

“IF YOU ASK ME WHAT I CAME TO DO IN THE WORLD, I, AS AN ARTIST, WILL ANSWER YOU: I AM HERE TO LIVE OUT LOUD.” - Emile Zola



Four Seasons Hotel Toronto is a building of its time. Designed in a contemporary style by one of Toronto’s most renowned architects, architectsAlliance’ Peter Clewes, it celebrates both the clarity and functionality of modernism and a deep commitment to urbanism and city building. A striking composition of two towers with a stone clad podium, the hotel and residences are a significant presence in Toronto’s up-town cityscape.

The interiors of the hotel, public spaces and guestrooms were conceived by Yabu Pushelberg and are inspired by their love of clean, contemporary lines and serene, monochromatic palettes. Both designers are Torontonians and their love of local style is in evidence throughout the hotel. Dramatic, high ceilinged spaces with a quintessential collection of Canadian art combine to create a unique, stylish property.



ARTWORK COMPETITION

d|bar

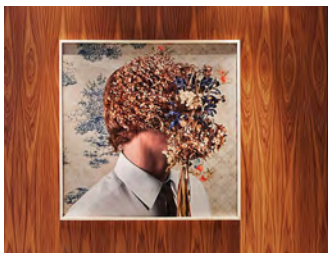
The interior of Four Seasons Toronto’s d|bar was recently re-imagined by Dialog, one of Toronto’s newest integrated design firms. The guiding design principle was to create a space that encourages spontaneous social interactions and allows groups of any size to celebrate life both night and day. The bar is nestled along one side of an elongated room and echoes its geometry with a horizontal digital screen above the back bar.



The above image depicts the actual video screen built behind the bar at d|bar. Currently, a graphic work by Deborah Moss alternates with a skyline view of the city from the vantage point of Toronto’s Centre Island, putting a literal spotlight on our city.

THE INTENT

The art collection at Four Seasons Toronto has been curated to showcase some of Canada’s many wonderful artists and craftspeople. The collection is meant to intrigue and inspire — with the overall theme being a subtle and contemporary whisper to that of the “Canadiana”. We would like to further this intention by featuring the work of emerging Canadian artists in a rotating art installation in d|bar.



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# ARTWORK COMPETITION DESIGN BRIEF

## THE COMPETITION

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- Participants in the competition will be recent graduates and faculty of OCAD.
- The challenge: to capture the heart and spirit of our beloved Toronto, Ontario, Canada.
- Entries are restricted only by the proportion of the screen.
- The artwork may be representational, abstract, or conceptual; it can be adapted from a previous work by the artist or may be an entirely new piece. It may also be time-based media. In all cases, it must be appropriate for this venue (with 1 day and 2 night time concepts).
- The artwork may be stills in sequence or a reel on a loop.
- The competition will be a 2-stage jury. The jury will select a final short-list from all competition entries.
- Short-listed artists will each receive \$2,000 to finalize their proposed piece in 3 versions: 1 day and 2 night time concepts. Four Seasons will have ownership, including all copyright herein, of the Artist's Artwork installed at the media wall in d|bar as a result of being selected as part of the short-list. Four Seasons will ensure that the Artist's name and title of the Artwork is identified in photographs, video or other media of the Artwork for promotional purposes or otherwise.

## TECHNICAL SPECIFICATIONS

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1. Submit a still or video concept sketch outlining

your proposed work.

2. Submissions must maintain the proportions and horizontal orientation of the video screen installed behind the physical bar [5' x 30', media wall resolution is 5760 x 864].
3. Concept artwork should be submitted as a Quick-time.mov file.
4. All entries to include a 300 word statement (in PDF form) that describes the vision/intent of the proposed artwork and how it successfully captures and celebrates Toronto, Ontario, Canada.



## THE JURY

All Competition submittals will be reviewed by an independent jury comprised of Four Seasons Corporate personnel, senior staff of Four Seasons Hotel Toronto, plus a member of the Sharp family. Mr. Isadore Sharp is the Founder of Four Seasons Hotels and Resorts as well as an OCAD representative.

## SUBMISSION DEADLINE

All submissions are to be received at Four Seasons Corporate Home Offices no later than February 19, 2019 at 3:00pm. Please email to [kai.fejer@fourseasons.com](mailto:kai.fejer@fourseasons.com)

## SHORT-LISTED ARTISTS

Those artists / works short-listed will be notified on or before February 25, 2019. Short-listed artists will be asked to submit 3 final versions of their work as soon as possible, but no later than March 18, 2019.