

REQUEST FOR EXPRESSION OF INTEREST

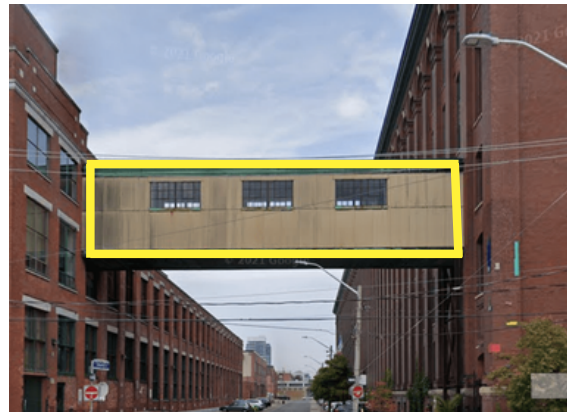
AN OPEN CALL FOR CANADIAN VISUAL ARTISTS

Deadline: Friday, May 24th, 2024

LOCATION SCOPE:

67 Mowat Ave, Toronto, ON M6K 3E3

A south-facing bridge facade at Mowat Ave. (see the image on the right with the area outlined in yellow for the proposed mural). This facade is part of the Toronto Carpet Factory. Located in the heart of the Liberty Village neighbourhood, this building has high visibility and great exposure.



The location is outlined in yellow.

WHAT WE ARE LOOKING FOR:

We are seeking expressions of interest from experienced visual artists or muralists to submit their bio/portfolio. Selected artist(s) will be chosen based on artistic merit, professional experience and capacity to complete the project. Please include a description of your vision for the mural and your submission should not exceed 5 pages (PDF/PPT format). This call is open to professional artists living in the GTA or the surrounding area. We encourage artists that are indigenous, people of colour, women, 2SLGBTQ+, people with disabilities, and members of other marginalized communities to apply.

BUDGET & TIMELINE

\$7,500 (HST inclusive): Includes artist fees, all materials, and licenses.

Submission Deadline: May 24th, 2024, at 5 PM EST

Selected Artist Notification: June 10th, 2024

Mural Design Creation: June 17 - June 28, 2024

Rendering Approvals from the LVBIA: July 1 - July 12, 2024

Preparation: July 15 - July 19, 2024

Mural Painting: July 22 - August 2, 2024

Plaque Design and Installation: By August 9, 2024



WHAT WE ARE LOOKING FOR:

For the Toronto Carpet Factory bridge mural, we propose a dynamic and engaging mural titled "**Journey Through Time: The Liberty Streetcar**". This concept celebrates the iconic Peter Witt streetcar as a symbol of the city's evolving journey, capturing the spirit of motion, connection, and community transformation over time. The design will weave together elements inspired by the streetcar's form and the lively interactions it has facilitated, that reflect the vibrant life of Liberty Village.

In this mural, the essence of the streetcar and its role in the city's history is captured through vibrant design and forms, inviting viewers into a visual narrative that celebrates community engagement. Figures and scenes inspired by life within and around the transit system will merge with these forms, portraying the diverse stories and faces of Toronto's population in a way that invites interpretation and interaction.

This concept pays homage to the vision of York Heritage founders Bob Eisenberg and Michael Cruickshank while exploring innovative visual techniques to capture the essence of the streetcar's legacy in a way that resonates with a wide audience. This mural aims to create a captivating, immersive experience that honours the past while looking toward the future of Liberty Village and Toronto's urban landscape.

GENERAL INFO

- The art mural is in grant partnership with the City of Toronto, Liberty Village BIA and the Toronto Carpet Factory. Terms of the grant require the proposed design to be approved by all 3 parties; all must be acknowledged and their logos must appear on the final mural.
- Designs may include text, diagrams or pictures but may not use any offensive images, language or commercial slogans.
- Moral rights of the artwork will remain with the artist. LV BIA and Toronto Carpet Factory will work with the selected artist on copyrights and its use of images for promotional purposes.

Please submit portfolios to admin@libertyvillagebia.com by 5:00 PM on May 24th, 2024.