



THE KEDDY TRAIL

STREET ART PROJECT



Learn more at:

www.hamilton.ca/keddyaccesstrail

Jolley Cut Underpass Mural

Request for Expressions of Interest

Submission Deadline:

Friday July 1, 2022 9pm

Award: \$18,750

Contact:

Kim Selman, Cobalt Connects

Kim@cobaltconnects.ca

905-515-9334

1.0. ARTIST INFORMATION SESSION

Tuesday June 21, 2022 at 12:00 PM or 7:00 PM
Via Video Conference

Artists are invited to view a presentation on the adjudication process and submission requirements.

This is not a mandatory meeting.

Please RSVP kim@cobaltconnects.ca before June 20, 2022 for virtual meeting details.

2.0 ABOUT

The City of Hamilton invites street, mural and graffiti artists or artist teams to submit an Expression of Interest to create a mural for the Jolley Cut Underpass as part of the Keddy Trail Street Art Project. This space will serve as a central plaza with seating provided for trail users. It is hoped that the mural will create a unique environment that encourages use of the plaza as a meeting point and space to rest.

The commission fee for this mural is \$18,750 (excluding HST). The mural is approximately 1250 square feet and will be painted directly on the concrete walls and columns of the underpass.

An artwork proposal is not requested at this time. A citizen advisory committee will evaluate the applications based on the artistic merit of past work, expression of interest statement, C.V. and artist biography. The selected artists will be required to develop a detailed mural design proposal for approval prior to the mural paint days.

A second call has been issued as part of the Keddy Trail Mural Route for small to medium sized murals. Please see www.hamilton.ca/keddyaccesstrail for details.

3.0 BACKGROUND

The Keddy Access Trail, named in honour of Jay Keddy was completed in 2020 and was facilitated by re-purposing a vehicular travel lane on one of the city's busiest mountain access corridors in order to provide a high-quality active transportation connection between the lower city and mountain. With a total distance of 2.7 km, the Keddy Access Trail spans between Hunter Street and West 5th Street, with side connections at four locations (including an entry point at Hunter Street and the bottom of the Claremont Access).

In addition to the Jolley Cut Underpass mural, the Keddy Trail Street Art Project will feature a legal wall, murals on concrete barrier walls at multiple entry points and painted benches. All commissioned murals will be painted over the course of a 3-4 days in the summer (mid- to late-August, date TBD based on Artist availability, weather dependent) and will culminate in a community celebration.

4.0 PROJECT GOAL AND THEMES

In 2022, a citizen advisory committee of local artists and trail users was convened to explore project goals and themes. Artists are invited to respond to one or more aspects of the project goal determined by the Keddy Trail Street Art Advisory Committee:

The Keddy Trail Street Art Project aims to create a sense of connection with residents about the idea of Hamilton as a Livable City.

The Keddy Trail serves as a thread linking elements of shared civic space, a literal line cutting through the tension of a growing city accessed by a broad range of citizens. The Keddy Trail Street Art Project commissions will address the sense of balance between the natural environment, cycling, pedestrian and vehicular infrastructure, the upper and lower city, diverse communities and people, on our journey to becoming a Livable City.

5.0 SITE LOCATION & DESCRIPTION

The mural will be painted on the concrete abutment wall and two (2) concrete columns in the central plaza area under the Jolley Cut Bridge (location A6 – see Figure 1 below).

Technical Specifications

- The abutment wall is approximately 240 square feet (approximately 56' length, wall height ranges from 4' – 9.5'). See Figure 2 for photo of abutment wall
- There are two (2) large columns. See Figure 3 for photos of the columns
 - Column H is approximately 500 square feet (17.6' X 6' X 8')
- The mural must be painted directly on the concrete walls and columns using high quality paint intended for outdoor applications
- The City of Hamilton will clean and prime the walls in advance of the paint days
- The artist must provide all paint, materials and equipment required for the execution of the mural
- It is anticipated that either scaffolding or a powered lift will be required to work on the columns. All artists using this equipment must be certified to work at heights and carry \$5 million Commercial General Liability showing City of Hamilton as an additional insured for dates when they will be using the equipment.

Figure 1: Map of Keddy Trail and Artwork Locations



Figure 2: Abutment Wall & Detail

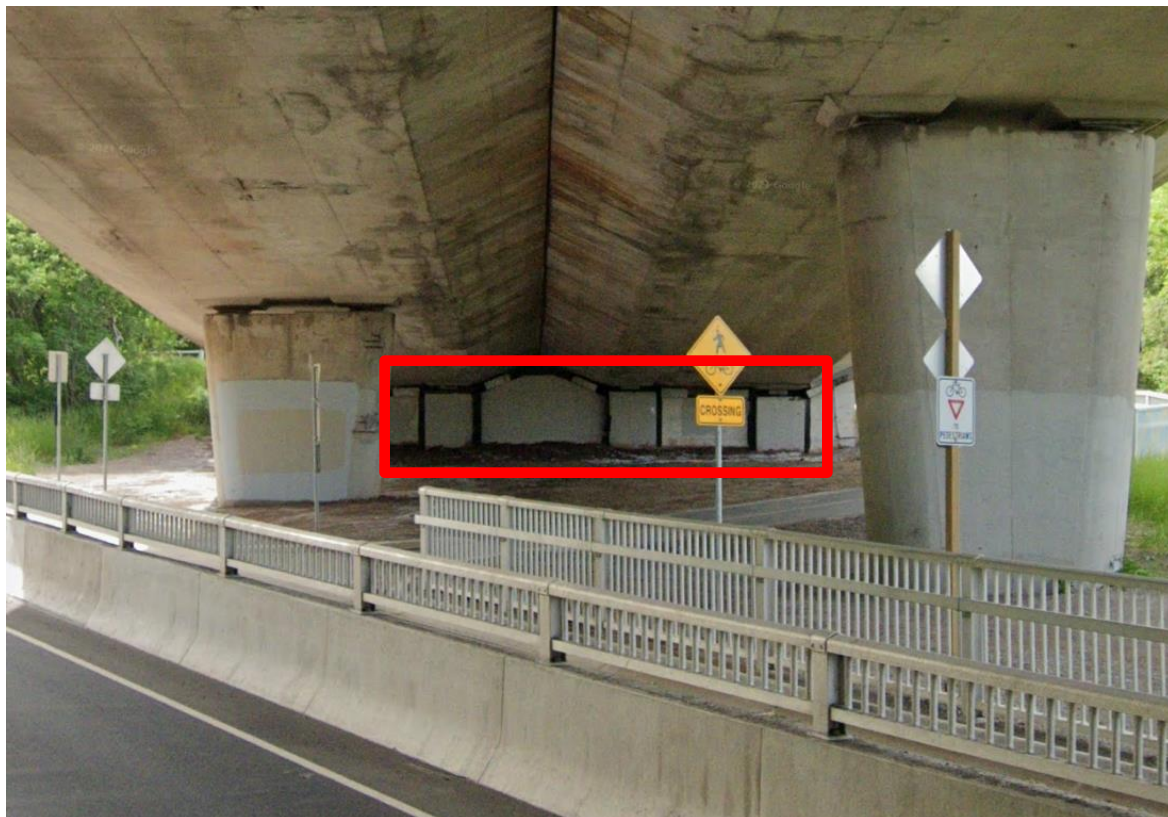




Figure 3: Columns



6.0 BUDGET

The successful artist or artist team will be awarded a \$18,750 commission fee (excluding HST). This fee is the total amount available for all expenses related to this project. This includes (but is not limited to): artist fees, paint and materials, insurance, equipment, and travel. 25% of the fee will be provided upon the artist upon entering into a contract with the City of Hamilton, 50% following the submission and acceptance of concept drawing, and 25% upon completion of the mural.

7.0 ELIGIBILITY

This competition is open to all individual artists or artist teams. We encourage applications from artist-led teams or organizations that are engaged in a community art practice. Successful artists or teams must be able to travel to Hamilton, Ontario for the mural paint days at their own expense. This date will be scheduled in mid- to late- August depending on Artist availability (subject to weather). City of Hamilton employees are not eligible to submit proposals to this call.

Emerging artists are encouraged to apply. Artists under 18 years of age must have their parent or legal guardian sign all required documents on their behalf.

8.0 TIMELINE (2022)

Date	Project Phase
Friday July 1	Deadline: Call to Artists
By July 8	Selected artists / artist teams to be notified; enter into a contract with the City of Hamilton
Early August	Artists / artist teams submit mural design concept for approval
Late August	Mural paint days (subject to weather); mural celebration

9.0 SELECTION CRITERIA

The Keddy Trail Street Art Advisory Committee will evaluate the Expressions of Interest based on the following criteria:

A) Project Goal and Themes

The Expression of Interest Statement is responsive to the competition goal and themes and is appropriate for the context and competition parameters.

Max points: 20, Min points to pass: 13

B) Artistic Excellence

The artwork samples provided display a high level of artistic merit within the artist's chosen discipline; artwork samples show innovation and creativity; originality of design; excellence in execution and artistic skill.

Max points: 20, Min points to pass: 15

C) Experience

The artist's biography and C.V. demonstrates a demonstrate a high level of commitment to their chosen discipline and experience appropriate to the project scale and complexity.

Max points: 10, Min points to pass: 7

10.0 APPLICATION DETAILS

Applications are due by **9:00pm on Friday July 1, 2022** and may be submitted online via Submittable (submissions management platform). You must sign up for a free account in order to use Submittable

<https://cityofhamiltonart.submittable.com/submit/225830/keddy-trail-mural-route-jolley-cut-underpass-mural>

Please submit the following information:

1. Proposal Information

A) Application Information

- Name(s), AKA (artist pseudonym or collective name). If submitting as an artist-led team please include names of participating team members
- Contact Information: Address, Phone, and E-mail of artist, collective or lead artist
- Website (if applicable)
- Social media links (if applicable)

B) **Biography:** A short biography outlining the relevant interests, experience and qualifications of the Artist(s). **250 words max.**

- C) **Expression of Interest Statement:** A brief statement outlining the applicant's interest in the project and how they might approach the mural in response to the Project Goal and Themes outlined in Section 3.0. Please include a high-level description of your proposed design (i.e. your preliminary thoughts on the style and subject matter of the artwork). **400 words max.**

2. C.V (Artist Resume)

Outline recent qualifications and artistic activities. If applying as an Artist Team please submit 1 C.V. on behalf of the collective. **3 pages max.**

3. Portfolio

- A) **Artwork Samples:** submit **8 images** (max.) of your artwork. Please note:
- Images should be representative of your past work and do not necessarily need to include samples of murals and/or public art
 - All images must be in JPEG format, high resolution is preferred
- B) **Image List:** Tell us about your artwork samples. Please include: title of artwork, materials, dimensions, date and location of artwork (if applicable).

11.0 RESERVED RIGHTS AND PRIVILEGES OF THE CITY

The City of Hamilton reserves the right to not award the commission to any artist and to cancel or re-issue the call at any time.

Questions?

Please contact us if you have questions or need assistance with your application

Kim Selman, Cobalt Connects
Phone: 905-515-9334
Email: kim@cobaltconnects.ca