

THE JAMES STREET SOUTH PUBLIC ART MURAL PROJECT



CALL FOR ARTISTS

The City of Hamilton is seeking professional Artists and Artist-Led Teams to submit proposals for a mural, to be installed on an exterior wall on James Street South, across from the Hamilton GO Centre in downtown Hamilton.

Proposals are encouraged from Artists and Artist-Led Teams who have experience in creating large scale works and the technical skills to provide the work in a digital format suitable for large scale reproduction. The City of Hamilton will be responsible for printing the mural onto aluminum composite panels and installation.

Artists will be selected by a citizen Jury through a two-stage process involving a written statement of approach and qualifications, followed by submission of a detailed proposal by selected Artists.

Artists may create a work specifically for this call or may reformat an existing work. The work can be created in any medium but must be provided as high resolution digital files suitable for large format printing. Artists may submit more than one proposal.

Award: \$4,000

Short-listed applicants completing a stage two submission will receive \$300.

Submission Deadline:

Thursday, November 23, 2017 at 3:00 PM (Hamilton time)

Artist Information Meeting:

Tuesday October 24, 2017, 7 PM

Tourism Visitor Information Centre, 28 James Street North (at King William), Hamilton, ON.

Artists are invited to view a presentation on the adjudication process and submission requirements. This is not a mandatory meeting.

Photo credits (l to r): Kim-Kiu Ho, Ryan McGreal, Tom Flemming, Rick Cordiero, Swire Chin

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1.0 PROJECT GOAL AND THEMES

In September of 2016, a focus group of local residents and business owners with various backgrounds and knowledge of the community and site came together with City staff to determine the goals and themes for this public art competition by addressing the following question:

What are the qualities, characteristics and stories of James Street South that you think should be the theme of the public art mural south of the T.H.& B. Railway Bridge?

Artist's proposal(s) will be scored, in part, on how successfully they address the following goal and themes determined by the focus group.

Goal: That the proposed art work should be welcoming and invite a sense of arrival to Hamilton, as well as help minimize the negative effects of the railway bridge concrete structure and its dark tunnel.

Themes: The subject of the successful work should be reflective of one or more of the following themes:

- The location as a gateway to the Durand and Corktown neighbourhoods, downtown and the city;
- The natural character of the street as a geographic connection between the Niagara Escarpment and downtown, and between the historic grade and the current street level;
- The rich architectural heritage of the neighbourhood;
- A vibrant community undergoing revitalization.

2.0 BACKGROUND

This project has been initiated to replace an existing community sponsored mural that is now deteriorating due to age of the paint and the condition of the wall. The mural was a community landmark depicting the partial facades of a series of heritage buildings located to the south the mural location. The new mural is to be printed on aluminum composite panels to be attached to the wall. This method is intended to extend the life of the mural.

The location of the mural sits at the intersection of 3 historic areas; the Durand Neighbourhood to the west, the Corktown Neighbourhood to the east and Downtown Hamilton to the north.

This is one of the city's oldest areas with buildings dating to the 1850s. The retaining wall and bridge were created in the 1930s to lower the road as part of the grade separation for the construction of the Art Modern style TH&B railway station located along Hunter Street to the east of the site. The railway station, renovated in 1996, is now the Hamilton GO Centre.

3.0 SITE

The public art mural will be installed as a series of panels on a concrete retaining wall along the west side of James Street South from 134 James Street South to the TH&B Railway Bridge tunnel. The site is directly surrounded by a mix of the old and the new architecture. Adjacent to the site, at the historic street level, are notable heritage buildings including the heritage designated 1905 building occupied by the Hamilton Conservatory for the Arts. Directly across the street are the Hamilton GO Centre, built in 1931 and restored in 1996, and the Chateau Royal, an former office building adaptively re-used as condominiums in 2006. A pedestrian safety railing runs along the top of the retaining wall and there are stairs at the north end of the site. A sidewalk runs at street level alongside the mural site sloping down towards the railway bridge.

The mural is to be printed onto a series of 24 panels with a total combined length of 36.5 m (120') varying in height from a minimum height of 1.0 m (3'-3") to a maximum of 3.2 m (10'-7").

For mural panel elevations, site photos and historical context information, see **Appendix B**.

4.0 AWARD

The Successful Artist will be awarded \$4,000 (excluding HST) upon the provision of digital files of the proposed work at a resolution that can be successfully enlarged to full size by the City and executed agreements as required by, and to the satisfaction of, the Director of Tourism and Culture or his/her designate.

5.0 ELIGIBILITY

City of Hamilton employees are not eligible to submit proposals to this call.

Artists under 18 years of age must have their parent or legal guardian sign all required documents on their behalf.

6.0 SELECTION PROCESS

The Successful Artist will be selected through a two stage process involving a Stage One concept statement of approach and qualifications followed by a Stage Two submission of detailed proposal.

6.1 Stage One:

Stage One Concept Statement and Professional Qualifications will be adjudicated by the Jury to select a minimum of 3 and maximum of 6 Artists with the highest scoring submissions that meet or exceed all passing scores outlined under Stage One Selection Criteria. These shortlisted artists will be invited to proceed to Stage Two.

6.1.1 Stage One: Submission Requirements

The Stage 1 proposal shall be limited to a maximum of ten (10) single sided 8 ½" x 11" pages, or five (5) double sided 8 ½" x 11" pages. The Submission Form is in addition to these pages. Artists may also include a title page in addition to these pages.

One copy of the proposal shall be submitted.

Those submitting in person or via mail or courier shall include a CD or thumb drive including the digital documentation described under Item (f) below.

Proposals shall include the following information:

- a. **Submission Form:** A completed and signed Submission Form. A copy of this form is included as **Appendix A** to this document. Include a scanned copy in PDF format of all pages if submitting via e-mail.
- b. **Artist's Concept Statement:** A maximum 2 page length, minimum 12 pt font, PDF format:
 - i. A description of the basic design approach; and
 - ii. A description of how the Artist's approach addresses the project goal, theme(s) and physical context (as outlined in this document).
- c. **Visual Documentation:**
Submit a minimum of 3 images (and a maximum of 6 images) of relevant completed works by the Artist.

Please include: title of artwork, materials, dimensions, date, location of artwork and client name for each image.

- d. **Curriculum Vitae:** Outline the qualifications and artistic activities of the Artist. Or, in the case of an Artist-Led Team, the lead Artist's qualifications and artistic activities. A maximum 3 page length, minimum 12 pt font, PDF format.

If working as an Artist-Led Team, include:

- the name and address of each team member;
- his/her role in the team;
- prior experience working with the lead Artist;
- prior experience working on large format digital works; and
- any other relevant experience.

- e. **Reference Contact Information:** Include the name, address, phone number and e-mail address for three (3) references that have had direct involvement with the lead Artist.

- f. **Digital Documentation:**

All documents and images for the Stage One proposal shall be submitted in digital format. Images are to be provided in JPEG format at a minimum resolution of 300 dpi and text documents are to be provided in PDF format. Do not embed image(s) in documents such as Word or PowerPoint or compress files (i.e. WinZip, Stuffit, etc.).

6.1.2 Stage One: Selection Criteria

- a. Project Goal and Themes

The Concept Statement shall describe a proposed approach that is responsive to the project goal and theme(s), is appropriate for the physical context, and is appropriate for display in an outdoor public place.

Max points: 30, Min points to pass: 20

- b. Artistic Excellence

The past work of the Artist or Artist-Led Team on large format works, as established by the included images and C.V., demonstrates originality and excellence. This score will also reflect the artistic merit of the Concept Statement.

Max points: 40, Min points to pass: 25

- c. Professional Experience and Technical Expertise

The past mural and/or digital work of the Artist or Artist-Led Team, as established by the included images and C.V., demonstrates experience with respect to public presentation and demonstrates and provides examples of their ability to successfully create an artwork of similar scope.

Max points: 30, Min points to pass 20

6.2 Stage Two: Detailed Image Proposal

Artists Shortlisted in Stage One will be notified via e-mail and provided a minimum of 4 to a maximum of 8 weeks to complete Stage Two submissions.

Those Artists selected for Stage Two will receive a \$300 honorarium upon the submission of a detailed proposal meeting all the requirements outlined in this document. Artists selected for Stage Two will be given a detailed technical rendering of the mural wall space, including mural panel measurements in vector format.

6.2.1 Stage Two: Submission Requirements

The Stage Two proposal shall be limited to a maximum of 5 double sided 8 ½” x 11” pages and one Tabloid size page folded to fit 8 ½” x 11” and bound into the document.

One hard copy of the proposal shall be submitted.

Proposals shall include the following information:

- a. **Image of Proposed Mural:** Include an image of the proposed mural in full colour to scale to fit on a tabloid size page. A tabloid size template of the mural panels to scale is included in **Appendix B** of this document and should be used as a guide to ensure the correct proportions of your mural image.
- b. **Concept Statement:** A short written explanation of the proposed work suitable for public presentation (300 words maximum).
- c. **Digital Documentation:** Provide a CD or USB clearly labeled containing digital files of all of the material submitted. Images are to be provided in JPEG format at a minimum resolution of 300 dpi and the text is to be provided in PDF format. Do not embed image(s) in documents such as Word or PowerPoint or compress files (i.e. WinZip, Stuffit, etc.).

6.2.2 Stage Two: Public Consultation

Stage Two artists' proposals will be posted on the City of Hamilton website and made available at the Tourism Hamilton Visitor Information Centre for public comment. The results of this consultation will be provided to the Jury for their consideration. The results of the public consultation shall not be binding on the Jury.

6.2.3 Stage 2 Selection Criteria

- a. **Response to Competition Goal**
The proposed mural work is responsive to the competition goal and themes and is appropriate for the physical context and competition parameters.

Max. points: 40, Min. to pass: 25

b. Artistic Excellence

The proposed work(s) demonstrates high artistic merit; concept shows innovation and creativity; originality of design; excellence in execution and artistic skill.

Max. points: 40, Min. to pass: 25

c. Technical Feasibility

The proposed artwork is achievable within the site and project parameters.

Max Points: 20, Min. to pass: 12

7.0 SUBMISSION DEADLINE AND DELIVERY

Stage One submissions will be received up to and including:

Thursday November 23, 2017 at 3:00 PM (Hamilton time)

Late submissions will not be accepted.

Submissions by mail, courier or in person must be in a sealed envelope delivered and addressed to:

The James Street South Mural Public Art Competition
c/o The Tourism Hamilton Information Centre
28 James Street North, Ground Floor (The Lister Building)
Hamilton, Ontario. L8R 2K1

Hours of Operation: Monday through Friday 9:00 AM to 4:00PM

Submissions by e-mail must be sent to:

Jen.Anisef@hamilton.ca and include "James Street South Public Art Project" in the Subject line.

A scanned copy of all pages of the completed and signed submission form in PDF format must be attached along with digital files of all other required proposal information as outlined in item 6.1.1.

Total file size of all attachments shall be a maximum of 5.0 megabytes.

Submissions by fax will not be accepted.

8.0 SCHEDULE (subject to change)

Artist Selected	Winter 2018
Fabrication and Installation	Summer 2018 (pending wall repairs and construction)

9.0 JURY

The Jury is comprised of members of the local community, artists, and arts professionals. City staff is involved as non-voting members and participates in an advisory capacity. The identity of the jurors is kept confidential until the winning proposal is announced.

10.0 GENERAL PROVISIONS

10.1 Artist Agreement

The Successful Artist will be required to sign an agreement with the City of Hamilton. Upon notification of winning the commission, the Successful Artist will have a 30 day time period in which to work with the City to finalize and sign the agreement. If an agreement cannot be reached within the 30 day time the City may award the commission to the second highest scoring Artist and allow 30 days for that Artist to finalize and sign the agreement or cancel and re-issue the call.

A copy of the sample artist agreement is included as **Appendix C** of this document

10.2 Copyright

By making a submission to this call, the Artist guarantees that designs submitted are their own original creations and do not infringe upon the copyright of any other individual or group.

In general, copyright of the design will remain with the artist. Please see Appendix C for full copyright information to be finalized as part of the Artist Agreement.

Materials provided to the City as part of an Artist's submission to this call become and remain the property of the City of Hamilton and may be used to promote this call, the City's Public Art Program or the City in general.

10.4 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.

11.0 DEFINITIONS

11.1 Artist

The Artist is the principal creator of the proposed Public Art design. The Artist is responsible for the contractual agreement with the City, communications with the City and the coordination and payment of any team members required to successfully complete the proposed Public Art work design.

11.2 Artist-Led Team

An Artist-led Team is a group of contractors or consultants assembled by, coordinated by, and contracted to the Artist to support the design of the proposed Public Art work.

11.3 Public Art

Public Art is a work of art created by artists or in collaboration with artists through a public process and existing in publicly accessible City of Hamilton Property.

11.4 Successful Artist

The Successful Artist is the Artist whose proposal receives the highest score and meets or exceeds all passing scores.

11.5 Jury

Jury has the meaning ascribed to it in Section 9.0.