

REQUEST FOR EXPRESSION OF INTEREST AN OPEN CALL FOR CANADIAN VISUAL ARTISTS Deadline: Friday, June 23, 2023

LOCATION SCOPE:

Liberty Market Building: 171 E Liberty St

A south-facing brick wall at E. Liberty St. and Hanna Ave (see the image on the right with the area outlined in yellow). The proposed location is part of the Liberty Market Building by Lifetime Development. Located in the heart of the Liberty Village neighbourhood, it is an iconic building with a rich history.



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: June 23, 2023, at 5 PM EST

Selected Artist Notification: July 7, 2023

Selected Artist Creation of Proposal: July 10 - July 21, 2023

Rendering Approvals from the City of Toronto: July 24- July 28, 2023

Preparation: July 31- August 6, 2023

Mural Painting: August 7 - August 13 (this is the available window for installation)



WHAT WE ARE LOOKING FOR:

Inspired by the rich history of the Liberty Market Building and the neighbourhood, the theme for the mural will focus on illustrating the diverse community and business area fostered within our BIA. The mural will embody the dynamic energy and liveliness of the Liberty Market Building and its community. Artists are encouraged to explore various artistic styles and mediums, allowing for creative expression beyond traditional illustrations. While the BIA's tagline of Connect, Create, and Innovate can serve as inspiration, it is not mandatory to incorporate these specific words into the mural.

- CONNECT and engage with its community,
- CREATE a vibrant destination, and
- Cultivate an INNOVATIVE artistic culture.

GENERAL INFO

- The art mural is in grant partnership with the City of Toronto, Liberty Village BIA and the Liberty Market Building. 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. FCR/LVBIA 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 June 23rd, 2023.