



2023 OUTDOOR MURAL & STREET ART PROGRAM GRANT KENSINGTON MARKET BUSINESS IMPROVEMENT AREA

REQUEST FOR EXPRESSION OF INTEREST

ABOUT US

Kensington Market has long been an important tourist, hangout, and shopping destination. Cherished by Torontonians and visitors alike, this thriving mixed commercial-residential neighbourhood is well known for its independent spirit, eclectic mix of shops, restaurants, vibrant streets, and over 240 unique and eclectic businesses.

The Kensington Market Business Improvement Area (KMBIA) was formed in 2009 and represents over 250 businesses. KMBIA, one of many BIAs throughout Toronto, is the voice of our diverse business community. KMBIA:

- oversees the improvement, beautification and maintenance of the public spaces in the business community;
- supports local business owners in all aspects (e.g. navigating the complicated permitting process, grant applications, marketing efforts, safety measure, etc.);
- promote the business improvement area as a business, employment, tourist or shopping area.

WHAT WE ARE LOOKING FOR

KMBIA is inviting artists to express their interest in participating. We are seeking expressions of interest from experienced 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; simple visual examples will be much appreciated. Your submission should not exceed 3 pg (PDF format).

LOCATION

KMBIA believes that public art plays a vital role in enhancing the character and appeal of the market, contributing to its unique identity. We have been awarded grants for two captivating murals strategically placed at the heart of Kensington Market, enriching the community with vibrant artistry and celebrating local culture.



257 Augusta Ave



6 Littlehayes Lane

THEME

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The mural will celebrate the vibrant nature, rich food culture, and strong sense of community that makes Kensington Market such a unique and special place. The artist(s) is to use a bold and colourful palette to create a dynamic scene that draws the viewer in and invites them to explore the many layers of the mural.

Property Owner Vision:

"At the centre of the mural will likely be a large tree, its branches stretching out across the entire surface of the wall. The tree will be adorned with colourful fruits and vegetables, representing the abundant and diverse food

scene of the area. Surrounding the tree, the mural can depict a variety of scenes that capture the bustling energy of the community. Eg: in one section, groups of people will be shown gathered around food stalls, enjoying meals and sharing conversation. In another, people will be depicted tending to community gardens, picking fresh herbs and vegetables to use in their cooking. Throughout the mural, there will be nods to the many different cultural traditions that make Kensington Market such a vibrant and diverse place."

BUDGET & TIMELINE

Budget: \$7,500 for each mural - includes artist fees, all materials and licenses.

Submission Deadline: Jul 17, 2023, at 5 PM EST

Selected Artist Notification: Jul 21, 2023

Selected Artist Creation of Proposal: Jul 24 - Aug 4, 2023

Rendering Approvals and Preparation: Aug 7 - Aug 11, 2023

Mural Painting: Aug 14 - Aug 25 (this is the available window for installation)

GENERAL INFO

- The art mural is a grant partnership with the City of Toronto, Kensington Market BIA and the property owner. Terms of the grant requires the proposed design to be approved by all 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. Texts must be approved by all parties.
- For inquiries please email info@kensingtonmarket.to

**Please submit portfolios to info@kensingtonmarket.to
by 5:00 PM on July 17, 2023.**

Kensington Market Business Improvement Area
160 Baldwin St, Unit 10
Toronto, Ontario M5T 3K7
416-323-1924
info@kensingtonmarket.to