

# Call for Indigenous Artists

Reconciliation Week 2021 Window Art Display

July 9, 2021

Application Deadline: 11:59 PM July 26, 2021

This project is a collaboration  
between the City of Lethbridge  
and Telus.



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## Call for Indigenous Artists

The City of Lethbridge, through the Reconciliation Lethbridge Advisory Committee (RLAC), Heart of Our City Committee (HOC) and Public Art Committee (PAC), and Telus, is seeking Indigenous artists to design artworks to be temporarily installed at **808 4 Avenue South (“Telus Building”)** in Downtown Lethbridge. The artwork will be installed using vinyl window covering and will remain in place for approximately six months.

Selected artists will be commissioned to provide designs for the vinyl coverings but will not be responsible for the fabrication, installation or removal of the coverings. This work will be completed by City of Lethbridge contractors.

## Project Background

This Call for Indigenous Artists is intended to coincide with the 5<sup>th</sup> Annual Reconciliation Week in the City of Lethbridge (September 20 – 24, 2021). This event is coordinated by the RLAC along and community partners. The installation of temporary artworks in the Downtown is an opportunity to showcase Blackfoot and other Indigenous peoples who call Lethbridge home, in the spirit of truth and reconciliation. Moreover, this project will bring vibrancy to a currently underutilized space in the Downtown and encourage more community engagement and pedestrian activity.

These artworks are intended to be temporary, lasting approximately six months, between September, 2021 and January, 2022.

## Site

The site is the “Telus Building” at 808 4 Avenue South.

The eastern portion of 4 Avenue South is a popular route for pedestrians, and connects the London Road neighbourhood, with the Civic Precinct (City Hall block) and Downtown. It is also a high traffic route connecting residents to the Park and Ride transit terminal.

At this site there are four banks of street level windows, two on the West side of the building (along 8 Street South) and two on the North side (along 4 Avenue South). Each bank has three windows.

Each window on the West side of the building measures approximately 77.25 inches wide by 95.5 inches tall. Each window on the North side of the building measures approximately 65.5 inches wide by 95.5 inches tall.

Through this Call we will identify up to two Indigenous artists who will be commissioned to provide artwork. Artwork will be installed in either two or four window banks (i.e., one artist in all windows, or two artists, one along 8 Street South and another along 4 Avenue South).

## Eligibility

This competition is open to Indigenous artists of all ages, at all levels of their artistic practice. Preference will be given to Indigenous artists with a strong linkage to Lethbridge and region.

## Project Budget

Selected artists will receive an artist fee of:

- \$2000.00 plus GST should one artist be chosen; or
- \$1000.00 plus GST (each) should two artists be chosen.

## Submission Process

Interested artists are asked to submit the following:

- Contact information (including email, phone number and address)
- Letter of interest (maximum 500 words) that explains why are you interested and a proposed design concept, and should outline the connection to Reconciliation Week theme "Voice and Representation"
- Up to 5 examples of previously created artwork

All materials must be submitted as a PDF file.

Artist may submit more than one design concept but are asked to submit each concept in a separate package

**Note: This Call is for artist to express their interest in the project. Please do not submit any finalized artwork.**

## Evaluation Process

The selection panel will review all complete applications and will select artists based on:

- Connection between artwork and Reconciliation Week theme
- Strength of proposed design concept and its ability to encourage vibrancy and connection within the Downtown
- Previous artistic experience

The evaluation will be completed by a review committee comprised of representatives from the City of Lethbridge, RLAC, HOC, PAC and Telus.

## Project Considerations

Artists should consider the following when contemplating their design concept:

- Designs should reflect the 2021 Theme of Reconciliation Week: **“Voice and Representation”**
- Designs should contribute to the visual vibrancy of the streetscape while respecting the character of the site
- Designs should be easily modified to meet the size of the windows and window banks
- Designs should appeal to a community audience and contain appropriate content
- Designs discouraging/masking graffiti (i.e., limiting negative space) are preferable
- Designs cannot contain traffic signs, traffic signals or images that may confuse or distract drivers
- Advertising of any type is not permitted

Artwork may be modified to allow for the placement of project sponsor logos: City of Lethbridge, RLAC, HOC, PAC and Telus.

Artists must be aware that their work is in the public domain and is subject to vandalism. Damaged artworks that cannot be repaired may be removed.

## Project Timeline

Call for Indigenous Artists advertised: July 9, 2021

Proposals due: 11:59 PM July 26, 2021

Notification of selected artist(s): July 30, 2021

Final designs submitted: August 20, 2021

Applications should be emailed to [perry.stein@lethbridge.ca](mailto:perry.stein@lethbridge.ca). Please include “Reconciliation Week Call for Indigenous Artists” in the subject line.

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