

Call for Artists – Southern Alberta Ethnic Association Vinyl Wrap

The City of Lethbridge Public Art Program is seeking an artist to design an artwork to be used to vinyl wrap on the entrance canopy of the Multicultural Centre. Artists will be commissioned to provide a design for the vinyl wrap, which is 318” wide and 24” high. Artists are not responsible for the fabrication and installation of the vinyl wrap. This work will be completed by City of Lethbridge contractors. The successful artist will be required to participate in a workshop with the graphic designer in advance of executing their design. A community engagement session – and incorporation of community input – will also be a key component of this project.

Site

Located at 421 – 6th Ave S, the Multicultural Centre is an active hub for the Southern Alberta Ethnic Association and their member groups. With a boardroom, ballroom and catering kitchen within the building, the Multicultural Centre is an exceptional location for group gatherings for a variety of reason. Facing south, this vinyl wrap will be highly visible from Whoop Up Drive for both east and west-driving commuters. Office windows which face 5th Street S may also end up being wrapped with imagery produced during the community engagement session.

Eligibility

This competition is open to local artists of all ages, at all levels of their artistic practice.

Project Considerations

Artists should consider the following when contemplating their design concept:

- Designs should contribute to the visual vibrancy of the streetscape while respecting the character of the site.
- Designs should appeal to a broad audience, contain appropriate content and should reflect one of the following themes:
 - Place and connection
 - Celebrating diversity
 - Cultural Connections and Urban ecosystems
 - Family fun and play
- Design discouraging/masking graffiti (limited negative space) are preferable.
- Designs cannot contain traffic signs, traffic signals or images that would confuse or distract drivers.
- Advertising of any type is not permitted.
- Designs will be visible to pedestrian and vehicle traffic and should engage from multiple angles.

Artist 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 Budget

Selected artists will receive an artist fee of \$500 for their design, as well as a \$500 public engagement fee for coordinating the input of community members.

Project Timeline

Proposal Advertising: October 5, 2022

Proposal Submission Deadline: November 10, 2022
Community Engagement Session: November-December, 2022
(Exact date to be determined; Location: SAEA Ballroom)
Final Design Submitted: January 15, 2023

Evaluation Process

The application process for this project is competitive. The selection panel will review all compliant applications and will select artists based on:

- Strength of past work
- Strength of proposed design concept
- Previous artistic experience

Submission Process

Interested artists are asked to submit:

- Current C.V. or outline of artistic interests and activities including email and contact information.
- Letter of Interest that explains why you are interested in participating in this project and a brief description of your proposed design. Previous experience in community engagement should be highlighted alongside your proposed design. Design concept should include information on theme, design content, approach to creating design (style/media) and an indication of color palette. Maximum one page, 500 words. No rendering of design is necessary at this stage of the competition.
- Five images of current or past works in PDF format labelled with the following information:
 - Title
 - Date
 - Size/Duration
 - Materials

Artists may submit more than one design concept but are asked to submit each concept in a separate package. All materials must be submitted as one PDF file. Multiple separate files will not be accepted.

Applications should be emailed to publicart@lethbridge.ca. Please include "Multicultural Centre" in the subject heading. Only electronic submissions will be accepted.

Application deadline: November 10, 2022