

Call for Artists – Logan Boulet Vinyl Wrap: “Ripple Effect”

The City of Lethbridge Public Art Program is seeking an artist to design a multi-site artwork to be used as a vinyl wrap on windows above the entrance of the Logan Boulet Arena on 9th Ave N and 13th Street South, and on the Zamboni used for ice maintenance at that location. The windows stretch across the upper façade and allow for light into offices and changing rooms on the second floor of the building. The selected artist will be commissioned to provide designs for the vinyl wraps.



The artist will not be responsible for the fabrication or installation of the vinyl wrap. This work will be managed by the City of Lethbridge. The selected artist will be required to participate in a workshop with the graphic designer in advance of executing their design. These designs will be displayed for a total of three years at which time a new “Ripple Effect” call will be announced, and a new artist will be contracted to complete the second phase. In total, three phases will take place over nine years.

Project Background

Logan Boulet was a young athlete who tragically died in a bus accident in April 2018. Prior to his death, Boulet had conversations with his family around his intention to sign a donor card and as a result six lives were saved through the donation of his organs. The City of Lethbridge adopted April 7 as Green Shirt Day in 2019, advocating for families and friends to have conversations about becoming organ donors; in the wake of the accident, approximately 150,000 organ donor registrations took place across Canada. The inaugural Green Shirt Day resulted in an additional 100,000 registrations and this continues to be a positive trend year after year. His actions created a ripple effect across Canada that has led to an increase in awareness and registrations that will impact innumerable families.

The intention of this project is to consider the idea that a selfless act made by an individual can have a ripple effect throughout a community resulting in a much larger, positive impact than the initial act itself. Artists are encouraged to consider the story of Logan's act as a starting point and to explore the notion of the 'Ripple Effect' more abstractly in the proposed designs.

Site Information

Renamed in 2019, the Logan Boulet Arena provides dedicated space to local hockey, ringette, and lacrosse groups and is located next to Adam's Park in North Lethbridge. Along the second floor of the building, facing north, there is a row of windows that provide light to some internal spaces, including team change rooms. The outdoor vinyl will be perforated to allow for light to still reach these spaces. The Zamboni, which is housed inside the rink, will be wrapped in opaque vinyl.

Eligibility

The competition is open to artists in Alberta, British Columbia, and Saskatchewan. All levels of practice will be considered.

Project Considerations

Artists should consider the following when contemplating their design concept:

- Designs should appeal to a broad audience, contain appropriate content, and reflect on the concept of a 'ripple effect.'
- Designs should contribute to the visual vibrancy of the arena while respecting the character of the site. Designs should also be easily modified to suit the front of the building, as well as the Zamboni.
- The design elements should complement one another for a cohesive visual experience.
- Designs cannot contain:
 - o Traffic signs, traffic signals, or images that would confuse or distract drivers passing the building.
 - o Advertising of any type is not permitted.
- The exterior designs will be visible to pedestrian and vehicle traffic and should be engaging from a variety of distances. The Zamboni design will be visible to seated attendees and players.

Artists must be aware that their work is in the public domain and is subject to vandalism. Efforts to minimize vandalism efforts will be taken, but damaged artwork that cannot be repaired may be removed prematurely.

Project Budget

The selected artist will receive an artist fee of \$2000.

Project Timeline

Proposal Advertising: July 4, 2023

Proposal Submission Deadline: August 7, 2023

Workshop: Mid-August, pending artist availability

Final Design Submitted: September 25, 2023

Installation: October 2023

Evaluation Process

The project-specific committee will review all compliant applications and will select artists based on:

- Strength of proposed design concept (50%)
- Strength of past work (25%)
- Previous artistic experience (25%)

Submission Process

Interested artists are asked to submit:

- Current CV or an outline of their artistic interests and activities, including email and contact information
- Letter of interest that outlines your interest in participating in this project and a brief description of your proposed design and how it portrays the notion of a 'ripple effect.' Design concepts should not exceed one page (500 words) and include the following information:
 - o Thematic considerations in connection with the project considerations
 - o Design content and approach to creating the design (style/media)
 - o Indication of colour palette
- Five images of current or past work in PDF format labeled with the following information:
 - o Title
 - o Date
 - o Size or Duration
 - o Materials

Artists are welcome to submit more than one design concept; please submit each concept in separate, full packages. All materials must be submitted in one PDF file. Multiple files (per submission) will not be accepted.

Applications should be emailed to publicart@artslethbridge.org. Please include "Ripple Effect" in the subject heading. Only electronic submissions will be accepted.

Application deadline: August 7, 2023 at 4:30pm

Selected artists will be required to sign the following Artist Release Form; **it is not required to be completed as part of the submission process.**

Artist Release Form: Logan Boulet Arena

“Ripple Effect” Project

This document sets forth the terms and conditions under which the named Artist:

Name: _____ hereinafter known as “Artist”

Address: _____

City: _____ Province: _____ Postal Code: _____

Title of Work: _____ (“entitled artwork”)

shall allow the City of Lethbridge (the “City”) to use and/or display the entitled artwork stated above on City-owned utility equipment. The Artist, by signing below, expressly agrees to and accepts the following conditions:

1. The Artist agrees that the consent given below for the entitled artwork, shall remain in place for a period of up to three years from the date of execution of this Artist Release Form. The City makes no guarantee that the entitled artwork will be displayed for a specific duration. Following the display period, the work will be decommissioned for new work to be installed.
2. The Artist understands and consents that the next round of vinyl installation will be in response to their design, and will allow for certain elements (palette or other key design components) to be carried forward by the next artist.
3. The Artist consents and expressly grants a non-exclusive license enabling the City to display reproductions of the entitled artwork on City-owned utility equipment. The Artist also agrees that photographs, film or other reproductions may be taken and/or made of the entitled artwork by the City to be used for non-commercial purposes.
4. The Artist represents and warrants that their work is original to them and does not infringe upon or violate the intellectual property rights of any other party.
5. The Artist agrees to indemnify and save harmless the City from and against any and all losses and third-party claims which the City may incur directly or indirectly arising from a claim that the entitled artwork infringes the intellectual property rights of any third party.

I, the Artist, hereby declare that I have read the foregoing Artist Release Form and that in consideration of the privilege of displaying the entitled artwork, I hereby agree to and accept all of the terms and conditions stated herein, and further acknowledge that I am free to seek independent legal advice prior to signing below.

*Signature of Artist: _____ Date: _____

Print Name of Artist: _____

* IMPORTANT: If the Artist is under the age of 18, this Artist Release Form must be signed by the Artist’s legal guardian.