



Request for Expressions of Interest  
Public Art Opportunity - City of Burlington  
Norton Community Park Mural



**Deadline:** May 8, 2014  
**Budget:** \$19,000 CAD  
(maximum, all inclusive)

**For more information:**  
Kim Selman  
(905) 548-0111  
kim@cobaltconnects.ca  
www.burlingtonpublicart.com

## Artist Opportunity

The City of Burlington invites professional artists to submit an Expression of Interest to create a mural for the Norton Park community shelter (exterior wall). This competition is open to all Canadian artists.

**An artwork proposal is not requested at this time.** This is a two-phase process: in Phase One, applicants will be reviewed on the basis of artistic merit of past work, professional qualifications and experience. In Phase Two, short-listed artists will be required to submit a preliminary artwork Concept Proposal that will be displayed for public commenting and jury review. Short-listed applicants will be paid an artist fee of \$500.

## Background: Norton Community Park

Norton Community Park is located at the northeast corner of Tim Dobbie Drive and Dundas Street in the Alton Community of Burlington, Ontario (4275 Dundas Street). This park features a community pavilion and washroom facility with a large wall that will serve as the location for the mural. In addition, the park includes: two illuminated artificial turf sports fields, a skate park, playground, two half-court basketball courts, pathways and open space areas.

Norton Community Park is located directly across the street from the new HABER Recreation Centre. This facility is the city's largest community construction project made possible through a unique, three-way partnership between the City of Burlington, Halton District School Board and Burlington Public Library. Located on one site in the fast-growing Alton community, this fully accessible building is home to a sports and recreation facility, featuring eight competition-sized gyms, a three-storey public high school and an integrated public library branch.

## Project Goals

A Steering Committee of local residents came together with City staff and Councillor Lancaster to define preliminary goals for this project. Additional community consultation is currently being undertaken and the results will be shared with short-listed artists. The concept development process and finished artwork should:

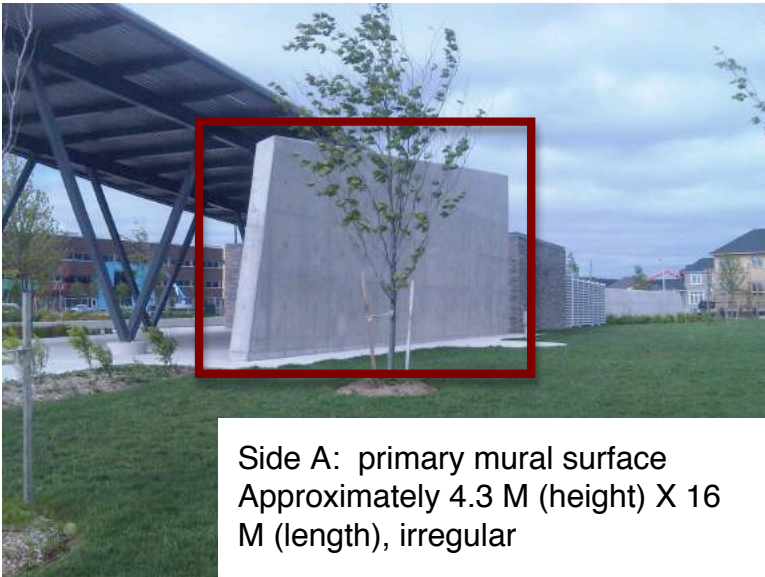
- Include community members in both the concept development and installation process. In particular, participation of local students is encouraged. The Public Art Managers will assist in the coordination of all public consultation
- Unite the diverse demographics of the community including the growing ethnic representation, established and emerging neighbourhoods, seniors, youth and young families
- Recognize the wide range of cultural and social practices of the site users and neighbourhood (i.e. arts, sports, education, leisure activities, etc.)
- Represent the Alton community within the larger context of the city of Burlington
- Provide an engaging site for community interaction and pride

## Artwork Design Parameters

The artwork must adhere to the following design parameters:

- Cover a predominant portion of Side A of the wall (refer to images below). The dimensions of the wall are approximately 4.3 metres (height) X 16 metres (length), irregular
- Mural elements may be carried over to Side B of the wall if desired (OPTIONAL)
- Fabricated using materials that are resistant to weathering, vandalism and theft
- Mural may be applied directly to the concrete structure onsite, or a substrate that can be securely affixed to the structure

\*Note: Short-listed artists will be supplied with a comprehensive Request for Proposals document with additional technical requirements and schematic drawings of the wall surface.



## Budget

\$19,000 CAD is the total amount available for all related expenses of this public art project. This includes (but is not limited to) artist fees, site preparation, technical consultation, fabrication, insurance, installation fees, equipment, permit fees, travel, all applicable taxes, etc.

## Eligibility

This competition is open to professional artists\* (Canadian only). Artist collectives and/or artist-led teams are also encouraged to apply. The selected artist must be able to travel to Burlington, Ontario, Canada for a minimum of **three visits**: at least one public engagement session in the planning phase, one technical consultation meeting, one visit to manage the installation of the artwork and to engage in public dialogue (i.e. artist talk / launch event).

*\* A professional artist is an individual who has specialized skills and/or training in his/her artistic discipline (not necessarily in academic institutions), has a history of public presentation and is critically recognized as an artist.*

## Selection Process

**An independent selection committee comprised of project stakeholders, youth, community members and arts professionals will review all applications.**

### Selection Criteria

The selection committee will review applications based on the following criteria:

- Qualifications and professional experience of artist(s)
- Artistic merit of previous work (as expressed in digital images submitted)
- Demonstrated ability to meet deadlines, budgets and success in executing projects of the scale outlined in this document.
- The artist(s)' responsiveness to the site and approach to the project (as outlined in the Expression of Interest Statement submitted)
- Quality of references

**Original Work:** The artist must guarantee that the artwork is original and does not violate the copyright of any other person.

### Two-Stage Process

This competition is a two-stage process. In Stage One, the selection committee will review the applications based on the Selection Criteria outlined in this document. The selection committee will then recommend a short-list of three artists (maximum) to move on to Stage Two.

The artists selected for Stage Two will be asked to develop a Concept Proposal for the artwork consisting of: artist statement, preliminary design drawings, draft budget and community engagement plan. An honorarium of \$500 will be paid upon completion of the Concept Proposal. The proposals will then be presented to the public for comment and feedback. At the end of Stage Two, the selection committee will recommend the successful

artist based on the merits of the Concept Proposal, technical feasibility and public feedback. The successful artist will then enter into a contract with the City of Burlington for the artwork creation and installation phase of the project.

*Cobalt Connects manages the City of Burlington’s Public Art Program. Guided by the Public Art Policy, Cobalt Connects works in cooperation with City staff to develop and implement the Public Art Master Plan.*

*Please note, the Selection Committee, Cobalt Connects, and the City of Burlington reserves the right to choose to not recommend any application, proposal or finalist and to terminate or re-advertise any project.*

## Estimated Project Timeline (2014)

Deadline	Activity
April 1	Expression of Interest document released
May 8	Deadline for Stage One: Expression of Interest
By May 31	Selection Committee reviews applications, selects short-listed
June 2014	Short-listed artists develop preliminary Concept Proposal (due early July)
July 2014	Community consultation; selection committee reviews community feedback and artwork proposals to make final selection
August - September	Artist engagement with community, finalize mural design, project planning and preparation
September / October	Mural installation; public launch of project

## Application Deadline and Receipt

All applications are due on or before **Thursday May 8, 2014 at 4:00 PM**. Incomplete applications or those received after the deadline will not be accepted. Faxed or emailed applications will not be accepted. All applicants will receive notice via email or mail that their application has been received. It is the responsibility of the applicant to ensure that his/her application has been received by Cobalt Connects. If you do not receive verification within one week of submitting your application, please contact [kim@cobaltconnects.ca](mailto:kim@cobaltconnects.ca)

**Loss or Damage:** While every precaution will be taken to prevent loss or damage, the City of Burlington, Cobalt Connects and Selection Committee shall not be liable for any loss or damage, however caused.

## Application Requirements

Please submit **FIVE COMPLETE COPIES** of all written materials on letter-sized paper (8 ½ X 11”). Please do not bind, staple or use cover sheets / folders / binders. **Only 1 copy of Visual Documentation submitted on CD/DVD is required.**

1. **Application Form:** Signed application form (page 7)
2. **Expression of Interest Statement:** submit a brief statement outlining your interest in this project (**2 pages maximum**). Please include the following information:
  - Your approach to creating artwork for the public realm
  - Your proposed approach to community engagement for this project
  - How the goals of this project align with your artistic practice
  - How your specific skills and experience bring value to this project
3. **Curriculum Vitae:** outline recent qualifications and artistic activities.
4. **Visual Documentation:** CD/DVD of up to **20 images** of artwork, depicting a minimum of two completed projects. Please note the following:
  - All images must be in JPEG format, minimum of 150 dpi for an image that is approximately 6” X 9”
  - Do not embed images in documents such as Word or PowerPoint or compress files (i.e. WinZip, Stuffit, etc.)
  - Clearly label files and do not use any special characters, symbols, periods, etc. (i.e. \$, %, &) in the file name
  - Original artwork or slides will not be accepted
5. **Documentation List:** A list of all visual documentation. Please include: title of artwork, materials, dimensions, date and location of artwork (if applicable).
6. **References:** name, address, phone number and email for **3 references** who have been directly involved with your artistic practice and/or past public art projects.

**Please note, application materials will not be returned**

## Application Form

All applications are due on or before **May 8, 2014 at 4:00 PM**. Incomplete applications or those submitted after the deadline will not be accepted. Faxed or emailed applications will not be accepted.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone (day) \_\_\_\_\_

Phone (evening) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### CHECKLIST

Submit **FIVE COMPLETE COPIES** of all written materials on letter-sized paper (8 ½ X 11”). Please do not bind, staple or use cover sheets / folders / binders. **Only 1 copy of Visual Documentation submitted on CD/DVD is required.**

- Signed application form (this page)
- Expression of Interest Statement
- Curriculum Vitae
- Visual Documentation (CD/DVD – 1 copy)
- Image List
- References

- I would like to receive notice of future Calls For Artists and program updates. Please add me to the Burlington Public Art mailing list (optional)

The applicant is in agreement with the Eligibility and Selection Criteria, as outlined in this document:

Signature of applicant \_\_\_\_\_ Date \_\_\_\_\_

### Send Submissions to:

Cobalt Connects  
ATTN: Norton Park Community Park  
195 James Street North, Unit 211  
Hamilton, Ontario L8R 2L2

### Contact Us

Kim Selman, Public Art Manager  
T: 905-548-0111  
M: 905-515-9334  
E: [Kim@cobaltconnects.ca](mailto:Kim@cobaltconnects.ca)  
W: [www.burlingtonpublicart.com](http://www.burlingtonpublicart.com)