



Request for Expression of Interest  
**StreetARToronto (StART) Bala Pedestrian Underpass Project**

## Call Summary

The City of Toronto invites Aboriginal artists to submit an Expression of Interest (EOI) to participate in StreetARToronto's Bala Pedestrian Underpass Project. The goal of this project is to beautify and animate the underpass with a mural representative of the local, historical indigenous perspective. This project is being implemented by StreetARToronto (StART), part of the Public Realm Section of the City of Toronto's Transportation Services Division.

Launched in 2012, **StreetARToronto (StART)** is an innovative, public-private partnership designed to develop, support, promote and increase awareness of street art and its role in adding beauty and character to neighborhoods throughout the city. **StART's** philosophy is based on the belief that when communities find their voices, address shared identities and nurture the talent of artists, we all benefit from a more welcoming visual landscape. **StART** is an integral part of the City's Graffiti Management Plan. This project is part of the **StART Underpass Program**, a comprehensive program to enhance and transform selected City underpasses with the installation of mural or street art.

The purpose of the EOI is to generate a list of artists or artist collaborations interested in this project. Based on relevant professional credentials and preliminary design concepts a short-list of applicants will be invited to respond to a Request for Proposal. At the final stage of the selection process, proposals will be reviewed and artists will be recommended for the project.

**Application Deadline: Monday, May 11, 2015 by 4:30pm**

**Total Project Budget: up to \$30,000**

### A. Eligibility Requirements

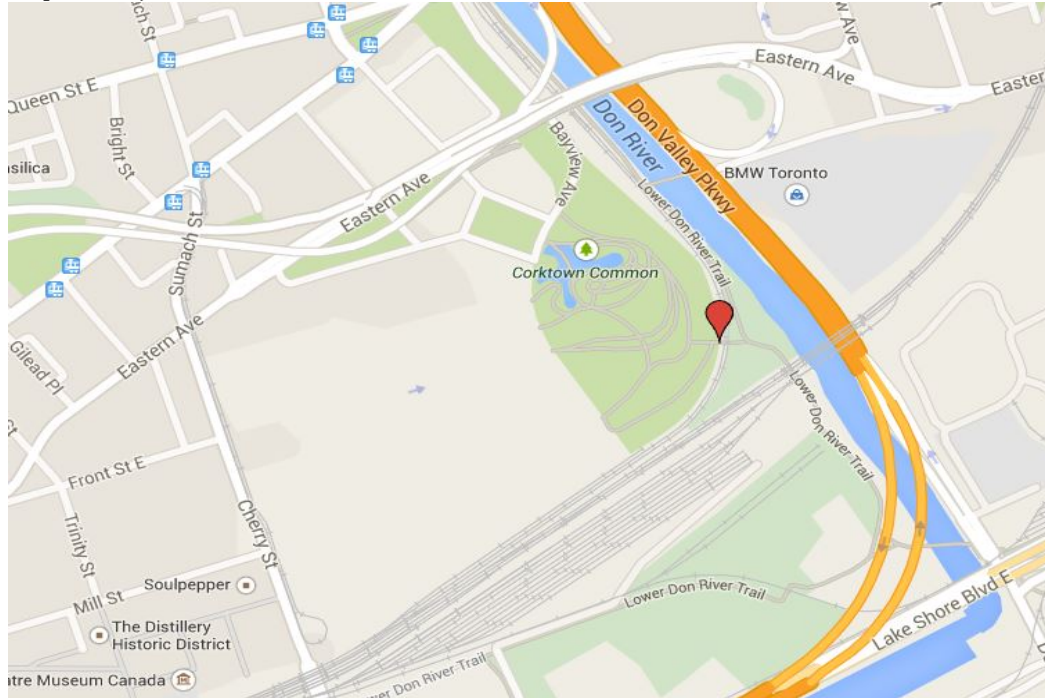
Aboriginal artists located within the Canada who have completed a project with a similar budget, scale and scope. International artists are eligible to apply providing they are currently residing in Canada and have proof of residency. Artists must have extensive experience in community engaged visual arts practice, and in street art design and implementation.

Aboriginal peoples include First Nations, Métis and Inuit people. The City understands that the term Aboriginal includes diverse communities and cultures that originate from all areas across Canada.

### B. Project Site

The Bala Pedestrian Underpass is located in Corktown, Toronto and connects the newly constructed Corktown Commons Park with the Lower Don River Trail.

Map of Project Location:



The surfaces for the artwork include the interior underpass walls, ceiling and east and west wing walls at a total square footage of approximately 150 m<sup>2</sup> as follows:

Interior tunnel of underpass, approximately x 112 m<sup>2</sup> (13 m in length, 2.7m in height, ceiling span 3.2 m in width).



West wing walls (approx 20 m<sup>2</sup>) and east wing walls and overhang (approx 15m<sup>2</sup>)



### C. Site History and Design Principles

The Bala Pedestrian Underpass, located in Toronto's West Don Lands Neighbourhood was constructed in 2007 along with the Don River Railway Bridge Extension.

The underpass connects the local communities to the new Corktown Commons Park which was designed by Michael Van Valkenburgh Associates, Inc. The park was built on remediated industrial lands and acts as a major flood protection landform as well as offering recreation and enjoyment for the residents of the area.

Artist should also take into consideration the Lower Don Trail Access, Environment and Art Master Plan as reference and background material. The plan is available for download [here](#).

Given the historical Aboriginal relevance of the site, the overall goal of the art installation is to beautify and animate the underpass with a mural representative of the local, historical indigenous perspective.

### E. Context

This location was selected as an opportunity to bring art to the community and beautify these areas that are frequently traversed by surrounding residents and visitors to the area. Preference will be given to works that are innovative and relate to the respective areas.

The outcome of this project will be the transformation of the underpass into a celebrated community feature. In order to achieve this, a multi-staged project is required to ensure real and meaningful engagement with the local community and to ensure a quality art installation.

## F. Deliverables

Overview of **final** project deliverables and artist responsibilities are as follows:

- The final product shall be a permanent creative installation that is durable and requires minimal maintenance over a five-year period. The installation should be made of appropriate and durable materials, and artists should take into consideration the sustainability of the artwork. The selected artist(s) will be asked to provide a maintenance plan.
- A work plan will demonstrate how the project will be completed on time, within budget, in compliance with all applicable health and safety regulations, and will be reflective of community input and feedback as obtained during the community consultations.
- All short listed artist candidates might be required to attend and participate in a community consultation led by StART's project manager and refine their original design proposal to reflect the discussion at the community consultation.
- The selected artist(s) will be responsible for purchasing and supplying all materials and equipment required for the project including anti-graffiti coating (if applicable to the selected design and material). With assistance from the StART project manager, arranging for any required permits.
- The short listed artist candidates will meet all deadlines as outlined in Section J: Competition Schedule.

## G. Overview of Selection Process

### Stage One: Artist Submissions of Response to Request for Expression of Interest

In order to respond to this Request for Expressions of Interest, please submit an application with the components detailed below.

When submitting an electronic copy of your application please ensure that **one** PDF document containing all of the below information is submitted, saved as "First name\_Last name\_Bala." Electronic submissions can be submitted by email or delivered on a USB key or CD.

### *Applications should include:*

1. Contact Information – Artist(s) full name or names (if collaborative), address, phone number, email address and website (if applicable).
2. Resume/Curriculum Vitae – If you are submitting as a team/collaborative, each member must provide a personal resume.

3. Concept Proposal – (one page maximum). A letter of interest including an artist statement, rationale and a preliminary written concept description outlining any preferred themes, ideas and artistic medium i.e. mosaics, paint, aerosol, photographic image, etc. and methods of required maintenance.
4. Details of Past Experience in Community Engaged Visual Arts Practice (one page maximum) – Describe your most relevant experience working in community arts and community consultation, focusing on projects where you have had to incorporate community-led design into your final artwork.
5. Name and Contact Information for Three References – References should be able to speak to your or your group’s expertise and experience in relation to implementing projects of similar size and scope. Letters of reference are not required.
6. Images of Past Work (up to ten images/pages) – Please include images of past work in any medium that best illustrates qualifications for this project. Please include the following information for each image: title of work, medium, dimensions (approx.), location and date.

***Stage Two: Jury Review of Expressions of Interest and Selection of Short Listed Artist Candidates***

Artists’ expression of interest submissions will be reviewed by an internal review committee (jury) comprised of at minimum: one City staff representative, a representative from the local Councillor's office, a representative from the community and an Aboriginal art professional. The jury will select three candidates to be invited to engage in Stage Three of the procurement process (Short Listed Artist Candidates). The selection shall be based on the selection criteria set out in Section I.

***Stage Three: Submit Response to Request for Proposals***

Request for Proposals (RFP) will be sent to Short Listed Artist Candidates. The RFP will provide submission requirements and selection criteria for the detailed design proposals. Short Listed Artist Candidates will be paid a proposal fee of \$1,000 for the purpose of completing the proposal. Prior to submitting a final proposal, all Short Listed Artist Candidates may be required to attend community consultations or their designs shared on a online platform for community feedback. The intent of the consultation period is to receive ideas and suggestions from community members in a collaborative setting and use the feedback to create the final art design. Each Short Listed Artist Candidate is expected to include community input in their concept design and final artwork development.

***Stage Four: Final Review and Selection***

The jury will review the Short Listed Artist Candidates.

#### H. Budget

The street art project budget is up to **\$30,000.00** which includes site preparation, design, fabrication, delivery to the site, installation, drawings, approvals or permits (if required), insurance, travel costs, artist fees, maintenance plan and applicable taxes. Note artists fees are not to exceed **50%** of total budget cost.

Artists selected in Stage Three of the selection process will be required to submit a detailed budget with their final proposal.

#### I. Selection Criteria

The following evaluation criteria will be used in Stage Two of the selection process:

- Demonstrated excellence of past work in projects of similar size and scope and within a community engaged visual art capacity: 20%
- Artist qualifications and proven capability to produce work of the highest quality: 25%
- Concept is suitable for the site and relates to site history and design principles 25%
- Artist has proven capacity to engage and collaborate with the local community in concept development and final artwork rendering, and to collaborate professionally with project partners: 20%
- Quality and clarity of presentation package: 10%

#### J. Competition Schedule

Deadline for submission of expression of interest	Monday, May 11, 2015 by 4:30 pm
Notification of short-listed artists and request for proposals distributed.	Friday, May 15, 2015
Short-listed artist full proposal deadline	Friday, June 5, 2015 by 4:30pm
Community Consultations or Online Consultation period	Week of June 8, 2015
Final Selection panel meeting	Week of June 15, 2015
Notification of successful artist and contract signed	Friday, June 19, 2015
Deadline for project Installation	October 31, 2015

#### K. How to Apply

Submissions must be complete and submitted by email or delivered on a USB key or CD as **one PDF document** containing all of the above information saved as "First name\_Last name\_Bala" and delivered to:

Attn: Project Lead, **StART**  
 City Hall, 17 Floor, East Tower  
 100 Queen Street West  
 Toronto, Ontario, M5H 2N2

Or [streetart@toronto.ca](mailto:streetart@toronto.ca) subject: **Bala Pedestrian Underpass**



by **Monday, May 11, 2015** no later than **4:30 pm**. Submissions will not be accepted past the deadline.

For further information or questions related to the call please contact:  
Denise Bolduc, Project Coordinator: [d.m.bolduc@gmail.com](mailto:d.m.bolduc@gmail.com)

For general information about the StreetARToronto Program please contact:  
Kristina Hausmanis, Project Lead, StART: [khausma@toronto.ca](mailto:khausma@toronto.ca)