



Call for Submissions: Main Street Mural Project

The Town of Canmore invites artists to submit proposals for a temporary public art (street mural) installation within Canmore's Main Street Pedestrian Zone. The project budget is up to \$4,000 CAD (including GST). The call is open to artists from Alberta, Saskatchewan, and Manitoba and Indigenous artists who have contemporary or historical connections to these regions.

Submission deadline:

Tuesday January 21, 2025, at 4:30 pm (MDT)

Artist notification:

Tuesday Feb 25, 2025

Final Concept Design Submission (by selected artist):

Monday, April 11, 2025 (4:30 p.m. MST)

Project budget:

Commission for Temporary Work:

Up to \$4,000 CDN (including GST) for design and installation

Up to \$1000 (CDN) for maintenance plan

Project timeline:

May 2025, to October 2025

Installation timeline:

May 14 – 23, 2025 (weather permitting)

installed within 2-4 consecutive days in May 2025

Background:

Public art is an important part of public spaces in Canmore, enriching experiences, and sense of place for residents and visitors. Canmore's Main Street Pedestrian Zone is a vibrant, lively space that invites visitors and residents to enjoy Canmore's community, culture, and civic pride.

This initiative is an opportunity for artists to create temporary public artwork at each entrance to Canmore's Main Street Pedestrian Zone. The goal of the street mural(s) is to provide a dynamic welcoming "heart," that marks each entrance to Canmore's Main Street Pedestrian Zone, one that deepens Canmore's reputation as a connected community of arts, culture, and environmental care.

Proposals should respond to the theme of "community, connection and sense of place." as supported by the Town of Canmore's [Public Art Policy](#).

Site Description From May to October, two blocks of Canmore's Main Street will be closed to vehicle traffic. This area is 6.3 meters wide and 320 meters long, and encompasses outdoor patios, shops, and galleries. This area is becoming a vibrant art destination, attracting both residents and visitors, and featured in countless photographs. Artists should also consider that a newly commissioned sculpture will be in place in the center of the Main Street Pedestrian Zone

Eligibility

- The call is open to artists from Alberta, Saskatchewan, and Manitoba, and Indigenous artists who have contemporary or historical connections to these regions.
- Artists can apply as a solo artist or as a team.
- Medium is 2D painted mural
- Senior, mid-career, and emerging artists are welcome to apply.
- Artists who identify as 2SLGBTQIA+, nonbinary artists, artists of colour, Indigenous artists, and or artists with disabilities are welcome to apply.
- Artists must be able to travel to Canmore, AB to manage the installation, and maintenance and removal of the work. The artist fee provided is inclusive of travel for installation, maintenance, and removal of the work.

Fee

The selected artist(s) will be provided a maximum of \$4,000.00 CDN. The commission includes all artist fees, insurance, materials and equipment, transportation, accommodation, and any other costs requested to install the work. Upon request, The Town of Canmore may be able to assist in acquiring accommodation for the installation of the artwork. There is opportunity for artists to propose a mural maintenance plan for a fee up to \$1000 (CDN).

Original Work

The artist(s) must guarantee that the artwork is original and does not violate the copyright of any other person. The project can either be new (not been produced yet or never presented) or existing (already produced), provided they have never been presented in Canmore). The selected artist(s) will be required to submit a final design image on or by April 11, 2025, 2025 (4:30 p.m. MST).

Contract

The artist(s) will enter a contract with the Town of Canmore.

Location

The murals will be installed within the Main Street Pedestrian Zone in downtown Canmore. (See map)



Design parameters:**Artwork:**

- Must be original, and at scale and proportion appropriate to the site.
- Be installed within 2-3 consecutive days in May 2025, as assigned and agreed upon by both parties.
- The existing installation should be durable (able to last 3-6 months in an exterior environment including adverse weather conditions).
- Show mindfulness towards environmental impact by considering sustainable materials, energy-efficient practices, and minimal waste in your proposed artwork.
- Must observe Town of Canmore Health and Safety guidelines, meet fire codes with respect to flammability and, where appropriate, follow recommendations for materials (i.e., types of paint, sealants etc.,) see recommended paint options below.
- Should be family friendly and not include profanity or nudity.

Artwork Maintenance parameters:

- Please declare your intention to complete the maintenance as described within your project plan.
- Artists will be awarded up to \$1,000 for artwork maintenance. Whereas the artist(s) or artist designate(s) will be on site to touch up and refresh the artwork for 2-4 days in mid-August.
- Artists should consider this fee to include all artist fees, insurance, materials and equipment, transportation, accommodation, and any other costs requested to install the work. The Town can assist in sourcing accommodation.
- If the artist does not want to offer a maintenance, the selected artist will provide a paint colour list, instruction to make repairs or “touch ups,” and where possible provide left-over paint for repairs.

Recommended paint options:**SICO**

366-5XX (503)

INTERIOR/EXTERIOR PAINT

Water-based product, Satin finish

Cloverdale Professional (Available at cost in Canmore)

1K Acrylic Floor Coating 77863

Benjamin Moore

LATEX FLOOR & PATIO, LOW SHEEN ENAMEL, F122 Selection Process

Artwork will be chosen through a one-stage jury process. A Selection Committee will select artwork from qualified applications. The rubric for the selection will include the following criteria: Artistic Merit, Impact and Feasibility.

Assessment Criteria

Artistic Merit	<ul style="list-style-type: none">• The artistic expression and quality of your project• The artistic rationale for your project, including clear articulation of its connection to the artistic theme (community, connection, sense of place).
Impact	The potential of the project to: <ul style="list-style-type: none">• Build public interest in and knowledge of the artistic practice.• Contribute to the community's visual and cultural landscape and enhances the local environment.• Evoke meaningful intellectual or emotional responses, fostering a shared sense of identity and encouraging curiosity and dialogue around artistic expression.
Feasibility	<ul style="list-style-type: none">• The artist or artist group has explained their ability to undertake the project.• The budget and workplan are realistic and achievable and within the project timeline.

The Selection Committee

Will include representatives from Tourism Canmore Kananaskis, the Downtown Canmore Business Improvement Area (BIA), the Town of Canmore Engineering Department, and members of the Public Art Sub Committee. The Selection Committee is under no obligation to choose a final artwork. All decisions of the Selection Committee are final.

Submission Requirements – What you need to apply.

Your submission will need to provide information about:

- Your project and its connection to (Artistic Merit, Impact and Feasibility),
- The key artist(s) leading the project,
- Your timeline and workplan,
- A recent sample of your previous work(s) or the work in progress, if applicable.

How to Apply

Please submit the following information combined as a single PDF to artsandculture@canmore.ca by **4:30 p.m. (MDT) on Tuesday, January 21, 2025**. Visual documentation may be submitted as JPEGs but must be sent in the same email as your PDF.

1. Expression of Interest: (2 pages max)

Include the following:

- a. Your name, mailing address, phone number, email address, and website and/or social media, (if applicable).
- b. Briefly describe your background as an artist, including any relevant public art experience or other projects that demonstrate your ability to execute this work.
- c. Share the inspiration behind your project and its connection to the theme.
- d. Explain how this project will contribute to your artistic growth and practice.
- e. Describe how your project reflects the theme of 'community, connection and sense of place' in Canmore, and how it engages with the local environment, culture, or people.

2. Project Plan: (1 page max)

Outline your project install plan as per the submission requirements.

3. Budget: (1 page max)

Briefly outline your budget.

4. Visual Documentation: (1 PDF)

Include a description of the mural concept. For completed work. Include Image(s) of previous work to provide a context for your submission.

Maximum of 6 images

Questions and comments can be directed to artsandculture@canmore.ca or by calling 403.678.8946.

The Town of Canmore supports accessibility accommodations and encourages any interested artists or artist teams to contact artsandculture@canmore.ca to discuss application assistance.

Deadline: Submissions must be received on or before Tuesday, January 21, 2025, at 4:30 pm (MDT).

Incomplete submissions will not be accepted.

The information as part of your submission is being collected under the authority of Section 33(c) of the FOIP Act and will be used by the Town of Canmore to determine eligibility for the Town of Canmore Public Art programs. The aggregate data may be used for program planning and evaluation. All information collected by the Town of Canmore is protected by the provisions of the FOIP Act. You may direct questions about the collection, use or disclosure of your personal information by this program to the Town of Canmore at (403) 678.8946.