

Public Call to Artists Pelissier Street Parking Garage Murals Project Guidelines

Key Timelines:

- **Submissions accepted:** September 30, 2024, to October 31, 2024 at 3:00 p.m.
- **Announcement of selected artist(s):** December 2024.
- **Project installation deadline:** May 30, 2025.
- **Project unveiling:** June 2025.
- **Please complete your submission at:**
<https://www.surveymonkey.com/r/CoWPublicCallforArtistsV2>.

Background and Context:

The City of Windsor is inviting Windsor artists to participate in creating two new public art installations in the **Pelissier Street Parking Garage** in Downtown Windsor.

The City is seeking to commission two artists, or two artist-led teams, specializing in mural design and painting, to create two permanent new murals that will be integrated into the main level interior space of the Pelissier Street parking garage. The commissioned artist(s) will be expected to complete/install the project by May 30, 2025. Artists may apply for one or both of the walls, with the installation deadline remaining firm.

The City of Windsor launched the [Strengthen the Core: Downtown Windsor Revitalization Plan](#) (STC) in April 2024 to address safety, security, and cleanliness downtown, while implementing measures and supporting activations to encourage new residents, businesses, and investments in the city's core. Included in STC's 7 initial action items is Action Item 4 – Place-Making, which seeks to encourage people and businesses to move downtown by investing in infrastructure and initiatives; and Action item 5 – Vibrant District, which creates vibrancy by attracting and engaging residents and visitors with unique amenities, gathering spaces, and engagement opportunities.

The Pelissier Street Parking Garage is a prominent, City-owned downtown asset that is frequently used by residents and visitors attending cultural and community events, including WSO concerts at the nearby City-owned historic Capitol Theatre. The garage is adjacent to Art Alley, which was created in partnership between the City, the Downtown Windsor Business Improvement Association, and artists, and includes graffiti murals, Indigenous art, lampshade art, light installations, and sculptures. Together, the

Pelissier Street Parking Garage and Art Alley form the backdrop for ongoing downtown events including the Downtown Windsor Farmers' Market.

Project Intent:

The murals will help to beautify the Pelissier Street Parking Garage, inspiring future innovative and engaging **temporary uses** of the space (i.e. concerts, exhibitions, celebrations, poetry readings, markets, and more). These works of art will brighten up the parking infrastructure, create a new point of interest in the core, and connect to the already-established collection of community public art on display throughout downtown Windsor, including in the adjacent Art Alley, and in the nearby WIFF Alley.

The subject of the murals **must focus on one or more** of the following themes:

- Building Windsor's Future
- Windsor - then and now
- Windsor – one of Canada's most diverse and multicultural communities
- Unique Windsor Landscapes
- Windsor Points of Interest
- Tourism
- Music
- Film
- Visual Arts
- Performing Arts
- Literary Arts
- Local History and Stories
- Key Figures in Local History
- Community Engagement
- Community Building
- Vibrant, Thriving Communities
- Eco-Tourism, Ecology and the Environment (i.e. Detroit River, waterfront, Ojibway, Tufted Titmouse, etc.)

Location, Material, and Site Considerations:

The two murals will be painted directly on the concrete walls of the main level of the Pelissier Street Parking Garage, 406-492 Pelissier Street in Downtown Windsor.

There are two walls available on the main floor. Artists may apply to create and install murals on one or both walls. The works must be completed using exterior primer and paint formulated for use on concrete or masonry. Murals must not be completed on separate panels to be attached to the walls. No drilling, hanging, or breach of the concrete or masonry will be permitted as part of this project.

The two wall spaces available for the murals include:

- Northeast Main Walls: 60.7 feet long x 14 feet high; surface area approximately 849 square feet.
- Southeast Main Walls: 117.3 feet long x 11-17 feet high; surface area approximately 1466 square feet.
- The entire wall, including the existing and attached support columns, may be included as part of the mural design.
- Please see Appendix A – Pelissier Street Parking Garage Main Floor Murals for site-specific considerations.

Eligibility:

Artist(s) Eligibility

- Call is open to artists residing within the city of Windsor, Ontario.
- Applications may be made by individual artists, or by a group of artist collaborators.
- All artist collaborators must be residents of the city of Windsor.

Artwork(s) Eligibility

- Artworks must focus on one or more of the themes identified in these Guidelines.
- The works must be completed using exterior primer and paint formulated for use on concrete or masonry.
- Expected lifespan of the mural(s) is ten (10) years.
- Consideration must be given to the function and use of the parking garage space surrounding the murals, and to potential vandalism and graffiti.
- Murals must not feature any nudity, contemporary political themes or religious imagery.
- Murals must not promote violence, hatred, or contempt against any group for any reason whatsoever.
- All artwork(s) must be originals and not copies, derivatives or artwork(s) based in any way on other copyrighted or published artwork(s).
- All artwork must be executed by the artist / artist collaborators applying for funding.
- The created and installed mural(s) will become the property of The Corporation of the City of Windsor, with the City having the right to use the mural(s) and associated imagery in whole or part for the purposes of promoting the City of Windsor, as well as its partners and stakeholders in Downtown Windsor, in perpetuity.

Budget:

- Full Budget: \$55,000.
- \$20,000, plus HST, is available for the Northeast Main Walls mural.
- \$35,000, plus HST, is available for the Southeast Main Walls mural.

- 50% of funding will be provided after signing of an Artist Agreement by both the Artist and the City.
- Remaining 50% will be provided after installation and sign-off by the City.

The artist fee will be inclusive of all project costs including but not limited to:

- Artist fees
- General administrative expenses
- All design and development activities
- All materials and labour, including application of an anti-graffiti coat upon completion of the murals
- All insurance costs and considerations
- Fabrication costs including third contracted or third party fees
- Shipping, delivery and installation costs including equipment rentals, labour

Agreement Considerations:

- All artist(s) will be required to sign an Artist Agreement with the City of Windsor.
- If an artist group is selected, one artist will be identified as the Project Lead and required to sign an Artist Agreement with the City of Windsor on behalf of all artist collaborators.

Overview of the Artist Selection Process:

Submissions will be reviewed by a Selection Committee composed of:

- City of Windsor representative from Community Services – Culture & Events.
- City of Windsor representative from Economic Development.
- City of Windsor representative from Operations - Infrastructure Services.
- Downtown Windsor representative from the arts, culture and heritage sectors.
- Downtown Windsor representative from tourism and hospitality services.
- Downtown Windsor representative from the education sector.

Selection Criteria:

- **25% - Relevance** to one or more of the themes identified in the Call.
- **25% - Visual Impact** of the design, content, subject matter, and the overall impression of the mural and its ability to attract and captivate the viewer through its design, colour scheme, and composition. Also includes the narrative or message, and the clarity and depth of the message conveyed by the mural, as well as its ability to tell a story or evoke emotions.
- **10% - Technical Capacity** to include technical prowess and impeccable execution of the mural, including mastery of the medium and precision in applying details.

- **10% - Integration with the Environment** to include the harmony of the mural with its urban environment, considering its architectural, cultural, and social context, as well as its downtown location.
- **10% - Longevity and Maintenance** to consider the durability of the mural and its ability to withstand the test of time and weather conditions, as well as its proper maintenance.
- **20% - Experience** to include capacity of the artist(s) to plan and execute a large-scale public art installation, and to create and install a mural of this size and stature, with quality of work clearly demonstrated in the documentation of past work as part of the application.

Submission Checklist:

Please ensure your submission includes **all** of the following:

1. Completed and signed application – with all sections complete.
2. Current artist(s) Curriculum Vitae (CV) – for all artist collaborators.
3. Electronic access to an online portfolio.
4. Three (3) reference letters / letters of support from those familiar with your work.
5. Project Proposal that includes:
 - a. Description of mural(s).
 - b. Identification of the theme(s) the mural(s) connect with and reflect.
 - c. Materials and specifications.
 - d. Photos and renderings of mural(s) proposed design.
 - e. Whether you are applying to create and install murals for one or both available walls.
 - f. Project timeline, indicating when work will begin and end.
 - g. Names and contact information for artist(s) – for all artist collaborators.

Application Process

- Complete Submission Form at:
<https://www.surveymonkey.com/r/CoWPublicCallforArtistsV2>.
- The Selection Committee will review and adjudicate all applications.
- The City of Windsor, through City Council, has ultimate approval of the selected mural(s), working from the recommendations of the Selection Committee.
- All decisions are final, and not subject to review or appeal.
- Feedback on unsuccessful applications will not be provided.