

# **Paul Mall Alley Display Project**

## **Call for Artists - Promotional Opportunity for Local Artists**

### **Project Overview:**

The Paul Mall Alley Display Project seeks to feature six (6) new artists in 2021/2022. The display units located in the Paul Mall Alley provide an opportunity for local and regional artists to have an ongoing public space to display and promote their artwork. This opportunity provides artists the opportunity to be part of the City's Downtown Arts Tour.

Local and regional artists are invited to submit one (1) current portfolio work to be reproduced that represents their artistic practice, which will be displayed along with their biographies and contact/website/social media details in the display units.

The display panels may be changed and refreshed seasonally and will be representative of the diverse artistic communities that Sault Ste. Marie and surrounding region enjoy. The project will connect artists to their community and visitors while enhancing visibility and opportunities for artwork sales and commissions.

There will be no charge for artists to participate. All artists that are selected for display will receive an artist fee of \$300 for a 6-month display period. In the event an extended showing is possible, the artist will receive a \$50 monthly fee for each additional month their work is displayed.

All artwork will be reviewed and selections made by a Project Selection Committee. Those not selected for the first intake can request their work be archived for use in future intakes without repeating the application process. Artists can update their submission artwork as new work is created between intakes if their artwork was not previously selected for installation.

### **Application Guidelines:**

This Call for Artists is open to all artists working in a broad range of 2 dimensional or shallow relief media, including painters, photographers, collage artists, mosaic artists, graffiti artists, etc. who are residents of Sault Ste. Marie and surrounding region.

Artists must provide digital copies of their chosen artwork meeting the specifications listed in this Call for Artists.

Artists must provide an artist's biography, website/social media links and/or other contact information to be included in the artist info signage that will accompany the display panels. Artists will provide information to be included bearing in mind the purpose of the displays is to drive traffic to and build awareness of their arts practice.

### **Timelines:**

Submission Deadline: 4:30 p.m. July 23, 2021

Artists will be notified of decisions by: Aug 18, 2021

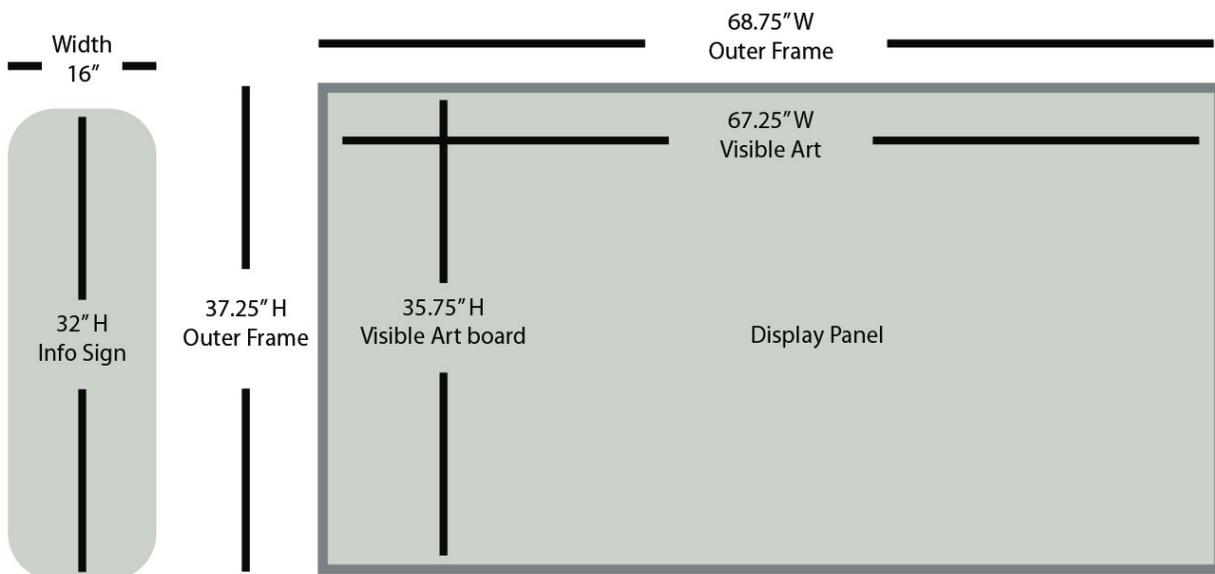
## Art Board Dimensions, Artwork Specifications & Artist Information:

The art board dimensions are as shown below. All artwork must fit within the allowable dimensions when scaled for printing. Original art can be any size as long as proportions are maintained. As artists are promoting their own practice they must provide high quality digital copies of a current portfolio piece of their choosing.

Preferred format is high-resolution JPEG or PDF at 300DPI. The artwork provided by the artist should be of a quality and resolution that will reproduce to the below dimensions clearly. The digital files do not have to be actual size but can be scaled down as long as the resolution is maintained (to reduce file sizes). Digital file names should include the artists name and title of work.

As the display panels are fixed, all artwork must fit within and fill the visible area. Artists wishing to use artwork that does not conform to the dimensions of the display panel may, at their discretion, crop or alter their artwork to fit, prior to submission.

Artist info signage will be created in a pre-designed template by City staff. Artists will be required to provide an artist biography with contact information and/or links to their website/social media pages, etc. as they wish for it to appear alongside their work. Artists biography should be approximately 500 words or less in Word or other editable text format.



Note: 1.5" bleed around artwork due to retaining frame

Digital Artwork will be printed on a durable vinyl and applied to the display and artist info signage by City staff.

## Standards for Artwork Submissions:

All artwork must be original, designed and executed by the artist submitting the design.

No copyrighted material other than that of the artist will be accepted for display.

Artwork must meet a high standard of quality to be considered. Artwork shall not be profane, indecent, obscene, or promote violence, hatred, contempt or discrimination, the determination of which will be made by the Project Selection Committee at their sole discretion.

### Current Display



### Selection Process:

Artwork submissions that meet the criteria set out above will be evaluated by the Project Selection Committee, which will be composed of volunteer members of the arts, culture and heritage community and City staff.

For the sake of privacy, confidentiality, and to eliminate any real or perceived inferences of bias or influence, the names of applicants will be removed from their submissions prior to the Project Selection Committee review and scoring.

The Project Selection Committee will score each artwork submission on a 100 point scale for each of the following criteria:

- First Impression - Is the work engaging, exciting and/or eye-catching;
- Medium(s) - Usage, skill in the use of artist's selected medium(s);
- Technique - Use and coordination of colour, harmony, composition, visual balance, form, professionalism and craftsmanship;
- Communication - Does the work portray and/or convey appropriateness for community presentation;
- Creativity, Originality, and Uniqueness;
- Reproduction of Work - Has the artist followed the guidelines and specifications requested in the application? Are their samples professional in quality and adaptable to the display units?

Artwork with a score of 75 or greater qualifies for display installation.

Decisions of the Project Selection Committee are final and cannot be contested or appealed. All artists shall be advised of review outcomes whether successful or not.

### **Promotion of Artists:**

Each successful Artist shall receive full recognition of their work, wherever possible in the context of the project (i.e. press release, reveal event, etc.).

Successful Artists must consent to the public release of their name/identity and use of the submitted artwork for not-for-profit promotion (i.e. brochures, media, publicity, etc.) and educational purposes by The Corporation of the City of Sault Ste. Marie.

Successful Artists application will act as the contract between the artist and The Corporation of the City of Sault Ste. Marie.

Successful Artists will be required to sign an Acknowledgement & Indemnity form prior to artwork installation.

### **Application Process:**

Artists interested in applying to the Paul Mall Alley Display Project are invited to contact and send proposals to:

Todd Fleet  
Arts & Culture Coordinator  
Community Development and Enterprise Services  
Civic Centre - 99 Foster Drive  
Sault Ste. Marie, ON P6A 5X6  
[t.fleet@cityssm.on.ca](mailto:t.fleet@cityssm.on.ca)

E-mail Submissions: Please reference 'Paul Mall Display Project Call for Artists' in the subject line.

### **Application Submission Checklist:**

- 1. Completed application, including Artist Biography;**
- 2. Image of artwork formatted as specified in the above Call for Artists;**
- 3. Signed acknowledgment and indemnity form (included below).**

Submissions must contain **all** of the above noted requirements to be complete. If a submission does not include all of the above required elements, the submission shall be deemed incomplete and will not be considered.

**Paul Mall Alley Display Panel Project Application:**

**Artist Information:**

Name:

Title of Artwork:

Mailing Address:

Telephone Number:

Email Address:

Website/Social Media Details:

**Artist Biography:**

Please use the space provided below, maximum 500 words.

## **Acknowledgement and Indemnity Form - Paul Mall Alley Display Project:**

I \_\_\_\_\_ am a Submitting Artist in the Paul Mall Alley Display Project of The Corporation of the City of Sault Ste. Marie ("City"). I have read and understand the Call for Artists in its entirety and agree to abide by the terms, conditions and guidelines set out therein. I agree that the terms, conditions and guidelines set out in the Call for Artists form part of this Agreement.

I further acknowledge and agree that in submitting an Artwork submission for the Paul Mall Alley Display Project, specifically \_\_\_\_\_ that my Artwork submission shall be considered by the Project Selection Committee for the Paul Mall Alley Display Project. In the event that my Artwork submission is determined to be successful (hereinafter called the "Successful Display"), I hereby grant the City a perpetual and right and licence to:

make reproduction of my Successful Display (including electronic images) to be used in the Paul Mall Alley Display Project; modify my Successful Display (including cropping) to be scalable; to use my Successful Display for not-for-profit promotion (i.e. brochures, media, publicity, etc.) and educational purposes, remove my Successful Display (or sections of the artwork) from applicable sites for any reason, including endangerment of public safety, physical damage, documented significant adverse public reaction, replacement of the display unit, etc.

I acknowledge and agree that the City has the sole discretion to determine the number and location of display units in the City of Sault Ste. Marie to be used for this Project.

I further consent and give permission to the City to release my name/identity as the Successful Artist of the Successful Design(s) to the public in recognition of being the Successful Artist of the Successful Artwork in whatever media and publication means desired by the City, including but not limited to the artist info signage that accompanies my Successful Display and at any press release, reveal event, brochures, publications and media as stated above.

I covenant and represent to the City that my Artwork submission is an original piece of art created solely by me, that I did not make same from a commercial pattern, mold, or with the use of copyrighted material, that I did not make the design from purchased kits or the use of decals, that it does not contain commercial reproductions or embellished commercial products, and that it does not contain any advertising branding or commercial images.

I shall indemnify and save harmless the City, its Staff and the Project Selection Committee and the members thereof from all costs and expenses caused to or incurred by the City and from all claims and demands, awards, losses, costs, damages, actions, suits or other proceedings, by whomsoever made, brought or prosecuted, in any manner based upon, arising out of or connected with my Artwork submission, including but not limited to the creation of the Artwork submission, any breach of copyright, submission of the Artwork submission, showcasing of the Artwork submission and participation in this Project. I further acknowledge and agree that I hereby waive any right to bring a claim or proceeding against the City, its Staff and the Project Selection Committee and the members thereof in relation to the Artwork submission, the City's use thereof, and any matters related directly or indirectly to the licence set out herein.

I acknowledge that title to the intellectual property and Artwork submission shall in all respects remain and vest with me (the Artist). I however do hereby grant the City the perpetual right and licence as set out herein. I acknowledge that I am participating in this Project entirely at my own risk. I understand that I will not receive any compensation for my Artwork submission, unless my Artwork submission is selected as a successful Artwork. If my Artwork submission is so selected, the compensation I shall receive will be as described in the project Call for Artists Guidelines.

*Submitting Artists under the age of 18 will require a Parent or Guardian signature below*

Name of Submitting Artist (please print):

Signature of Submitting Artist, Parent or Guardian:

Name of Witness (please print):

Signature of Witness:

Date: