

edmonton
arts
council

call to **artists**

Request for Proposals (RFP)

YEGCanvas in Transit Temporary Public Art Project

YEGCanvas in Transit is a temporary public art exhibition coordinated in partnership with Pattison Outdoor Advertising. Artworks by emerging, Indigenous, and racialized Edmonton-based artists will be displayed in a variety of platforms including LRT stations and cars, and buses. **This Call is restricted to artists who have not previously been featured in past iterations of YEGCanvas.**

YEGCanvas in Transit will run from April 1, 2019 - April 1, 2020

The project is part of the Edmonton Arts Council's ongoing efforts to amplify the work of visual artists living and working within the Greater Edmonton Metropolitan Region.

Budget: \$750 per artist (maximum, all inclusive)
*artists may submit one (1) image per location , OR
one image formatted to suit the location(s) for which they
wish to be considered

Deadline for Submissions: 4:30 PM on Friday, March 22, 2019

Installation: May 1, 2019 + throughout 2019/2020

For more information, please contact:

Grace Law, Public Art Officer: 780.424.2787 ext. 230 e: glaw@edmontonarts.ca

Thank you for your interest in this call. The Edmonton Arts Council is committed to equity in all aspects of its work, and invites proposals from all potentially interested individuals.



YEGCanvas in Transit Temporary Public Art Project

About Edmonton

Located on the banks of the North Saskatchewan River, Edmonton, Alberta is known as “Festival City” and “Gateway to the North”.

With more than one million people living in the Greater Edmonton region, the city is the largest, northernmost municipality in North America. Geographically, Edmonton is situated at the boundary between prairie and boreal forest. The river valley constitutes the longest stretch of connected urban parkland in North America.

For millennia, people of many nations have called Edmonton home. The Indigenous peoples of the area, and the Métis in the 1800s, laid the foundations of this thriving community. Situated in the heart of Treaty No. 6 territory, Edmonton is now home to Canada’s second-largest urban Indigenous community. The city’s continual development as a thriving urban centre encourages ongoing migration of people from across Canada and around the world.

Deep histories and shared future visions imbue Edmonton with an energetic diversity that contributes to a dynamic urban landscape alive with arts and culture, business, research and development, and industry.

As Edmonton’s economy flourishes, so does the spirit of revitalization. Edmonton is undergoing an unprecedented amount of infrastructure growth with major roadways, streetscapes, and significant development downtown and in the suburbs. This municipal development, which includes public transit, provides public art opportunities through the City’s “Percent for Art to Provide and Encourage Art in Public Areas” policy.

Edmonton’s spirit of optimism is reflected through its ever-evolving Public Art Collection. With more than 230 pieces, the Collection includes visual art from a variety of disciplines by local, national and international artists.

EAC Temporary Public Art Program Goals

Temporary public art initiatives can be catalysts for urban renewal. They serve as launchpads for new and innovative public art practices, expose new creative visions, while inspiring citizens and visitors with new and unexpected interpretations of the urban landscape.

The Temporary Public Art Program focuses on:

- High impact public art interventions in public areas with the potential to shift perspectives of public spaces in Edmonton;
- Mentorship and training resources for Edmonton-based artists;
- High quality artworks, and projects which, in this case, focus on customary (traditional) techniques, contemporary techniques, composition, and cultural interventions in public spaces.

Since debuting in 2015, the YEGCanvas exhibitions, held on billboards and LRT station posters around the city, have stimulated lively discussions about public space, local art, and their place within Edmonton. In addition, this initiative continues to provide a highly visible, dynamic platform to local artists emerging within their genres, and in public art practice. Past YEGCanvas participants have gone on to win public art commissions at the local, national and international level.



YEGCanvas in Transit

YEGCanvas in Transit is presented in partnership with Pattison Outdoor Advertising. This iteration of the Edmonton Arts Council's hugely popular temporary art exhibition will place art by Edmonton-based artists in and around Edmonton's transit system - in LRT stations as well as on buses and trains. This call is for four platforms - LRT 28 Posters, LRT Digital Posters, Interior Bus Cards, and King Posters.

For YEGCanvas in Transit, 22 artworks will be selected for the various components. Artworks will be visible for a minimum of six months beginning in May 2019. The YEGCanvas in Transit Public Art Call is specifically for artists who have not had an opportunity to exhibit in previous iterations of YEGCanvas.

Artwork Locations

- LRT Digital Poster (LRT Platform) - 2 opportunities (Image pg. 4)
- LRT 28 Poster (LRT car interior) - 5 opportunities (Image pg. 5)
- King Poster (Exterior side of bus) - 5 opportunities (Image pg. 6)
- Interior Bus Card - 10 opportunities (Image pg. 7)

Artwork Schedule

- | | |
|-----------------------|-----------------------------------|
| • LRT Digital Posters | May 1, 2019 - November 1, 2019 |
| • King Posters | September 1, 2019 - March 1, 2020 |
| • Interior Bus Cards | September 1, 2019 - March 1, 2020 |
| • LRT 28 Posters | October 1, 2019 - April 1, 2020 |

Artwork Design Parameters

Artists are invited to submit images of their art or craft work in any visual medium that can be reproduced for display at the artwork locations.

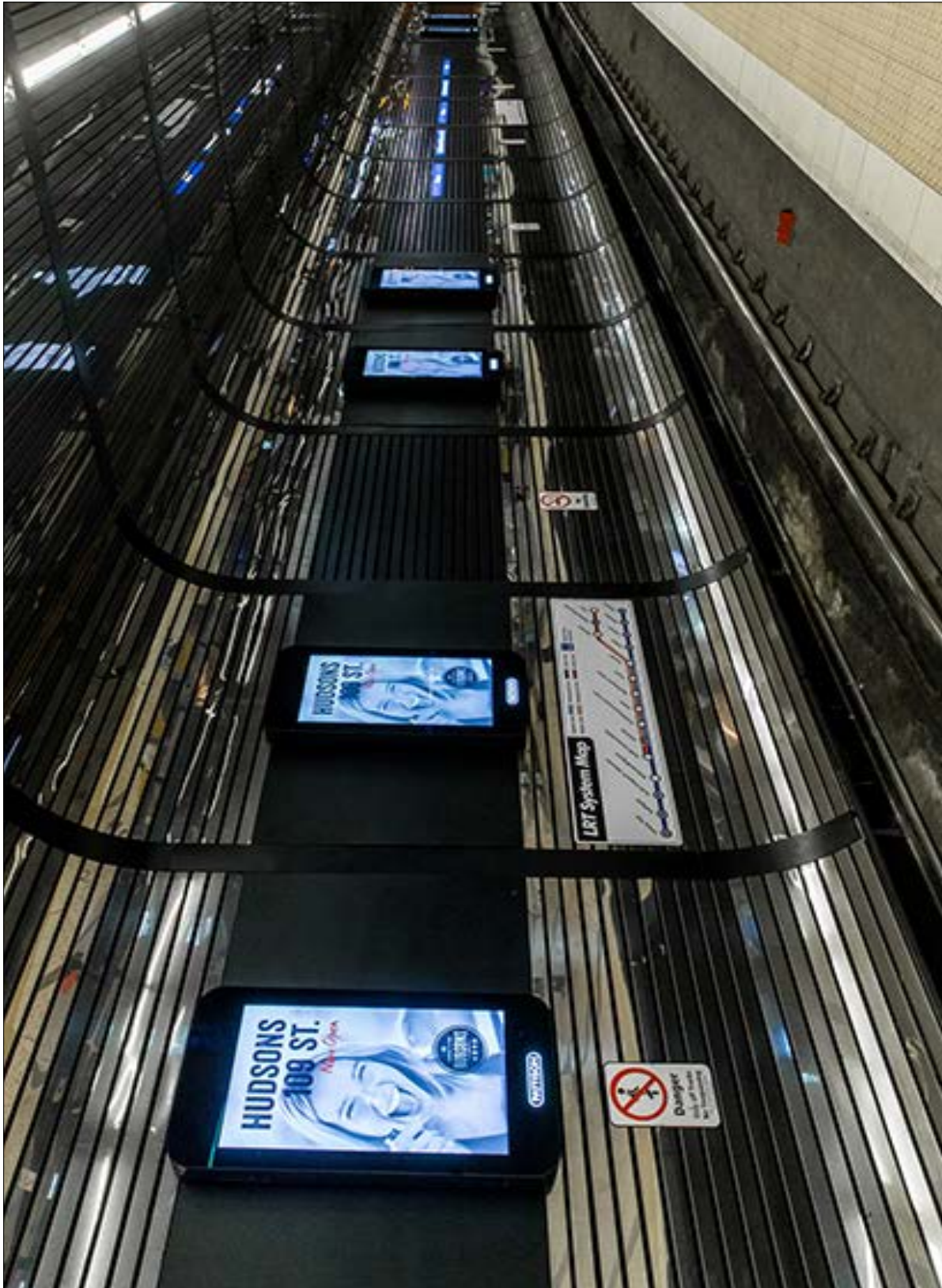
For detailed templates and specifications for each YEGCanvas location, please consult the Pattison Specification Package, which accompanies this call.

Due to the nature of this project, we ask that artwork be highly visual, and make interesting use of colour, imagery, and composition. Final candidates will be selected based on visual impact, suitability of their proposed artwork, and ability to deliver high resolution digitized artwork files by mid-April. The Edmonton Arts Council will facilitate all graphic design necessary to ensure artwork files comply with the template specifications.

Artists may submit a maximum of:

- One artwork per location for a total of four (4) separate images, or,
- One image for all 4 locations, or,
- a combination.

For submission, images must be edited and inserted into the templates provided. You may digitally edit your image into the template and save as a JPEG, or manually cut and paste, then scan to JPEG.



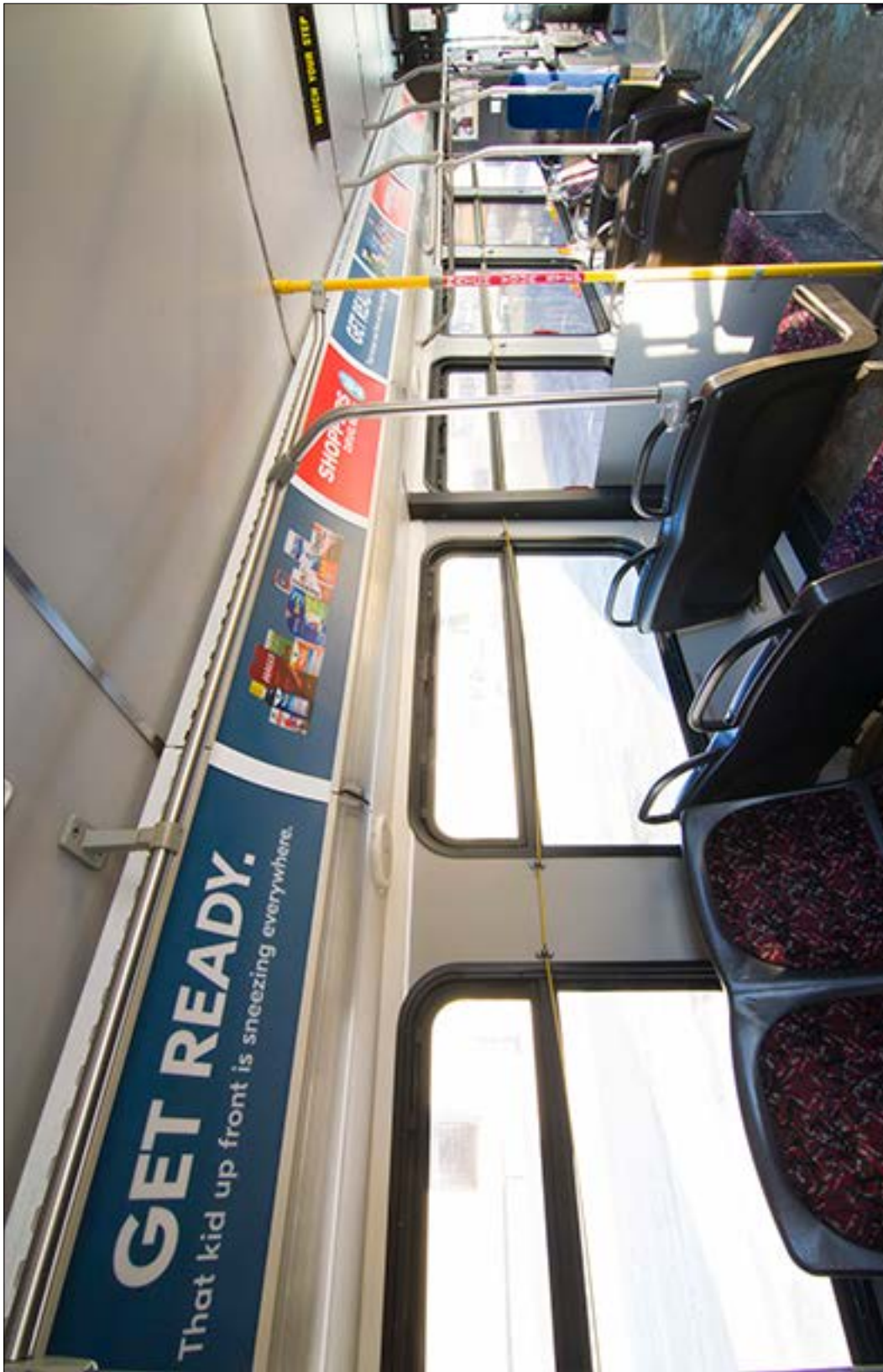
YEGCanvas Digital Posters



LRT 28 Posters



King Poster



Interior Bus Card



Application Process

Selection Process:

Artworks will be chosen through a single stage selection process. *Artists who have already participated in an earlier iteration of YEGCanvas will not be considered.*

The Selection Committee will consider the following:

- Visual impact of portfolio - e.g. use of colour, composition, imagery;
- Must be over 18 years of age;
- Must be developing a practice in visual art or craft, as is relevant to the call;
- Quality of overall work submitted;
- Appropriateness of proposal for the context;
- Final artwork must suit, and/or be able to be formatted into one of the four platforms;
- Street art must not include illegal tags.

The Selection Committee will be composed of artists and curators, as well as community representatives. The Selection Committee is under no obligation to choose any finalists. All decisions of the Selection Committee are final. The City of Edmonton and the Edmonton Arts Council reserve the right to revoke the competition for the YEGCanvas in Transit public art call for submissions and/or public art project.

Communication with the Selection Committee:

The Edmonton Arts Council will be responsible for all communication, either verbally or in writing, between artists making submissions and members of the Selection Committee. Any communication between applicants and Selection Committee members regarding submissions or the competition may result in disqualification.

Submission requirements:

*Please submit the following. Items 1-3 should be a single PDF document. **Incomplete applications will not be accepted.***

- | | | |
|--------------------------|---------------------------|---|
| <input type="checkbox"/> | 1. SUBMISSION FORM | Complete and signed with contact information; |
| <input type="checkbox"/> | 2. ARTIST STATEMENT & BIO | Total of one page maximum |
| <input type="checkbox"/> | 3. DOCUMENTATION LIST | This list must correspond to the images provided. Please include details of title, date, and a brief description of the work. |
| <input type="checkbox"/> | 4. VISUAL DOCUMENTATION | Of artworks selected for each location - formatted to fit into the appropriate Pattison template. Artists may include a maximum of one (1) image per location for a total of four (4) separate files, OR they may submit one image formatted into the template of each location for which they would like to be considered. (JPEG files only please; minimum 150 dpi - we will not accept PDF, tiff, or PowerPoint formats); Label each JPEG to correspond with the Visual Documentation List. |



Deadline for Submissions:

Complete submissions must be received via email no later than 4:30 PM on Friday, March 22, 2019.

Submissions must be emailed to:

Grace Law, Public Art Officer: glaw@edmontonarts.ca

Edmonton Public Art Database:

Applicant contact information will be kept on file and the artist's name added to the Edmonton Public Art database. If you do not wish to have your information added to the database, please indicate so on the submission form.

Loss or Damage: While every precaution will be taken to prevent loss or damage, the Selection Committee, the Edmonton Arts Council and their agents shall not be liable for any loss or damage, however caused.

Commission: The total commission for each artwork is \$750.00 CAD (including GST) and must cover all costs including, but not limited to, artist fees, materials, etc.

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

Contract: The artist(s) will enter into a contract with the Edmonton Arts Council.

Copyright: Successful artist(s) must be prepared to grant and license to the City of Edmonton and the Edmonton Arts Council the exclusive right to exhibit the artwork in perpetuity and the non-exclusive right to photograph or video tape the artwork for promotion or distribution, without further compensation. The artist retains copyright as the creator of the artwork. The City of Edmonton will not alter the artwork for purposes of maintenance, conservation, etc. without prior consultation with the artist. The City of Edmonton reserves the right to move or de-accession the artwork if necessary and will make every effort to notify the artist.



YEGCanvas in Transit Temporary Art Project

Name:

Address:

City/Province:

Postal Code/Country:

Phone (home):

Phone (work):

Email Address:

Website (if applicable):

Please retain my application as part of the Edmonton Public Art artist database at the Edmonton Arts Council.

(Check one.) YES NO

I, _____ (PRINT NAME) hereby make a Submission for the YEGCanvas in Transit Public Art Project and am in agreement with the Terms of Competition as outlined within this Call.

Applicant Signature

Date

Enclosures

Please ensure that your submission follows the requirements stipulated on page 8. Failure to comply may result in your application being rejected.

Check List – Include all of the following:

- 1. SUBMISSION FORM
- 2. ARTIST BIO & STATEMENT
- 3. DOCUMENTATION LIST
- 4. VISUAL DOCUMENTATION

Deliver To: YEGCanvas in Transit Public Art Project
Grace Law, glaw@edmontonarts.ca

Deadline: Received via email later than 4:30 PM Friday, March 22, 2019.

The information on this application is being collected under the authority of Section 33(c) of the FOIP Act and will be used by the Edmonton Arts Council to determine eligibility for Edmonton Arts Council Public Art programs. The aggregate data may be used for program planning and evaluation. All information collected by the Edmonton Arts Council 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 Edmonton Arts Council at (780) 424-2787.



55" Digital LCD Static Poster

Edmonton Transit LRT Stations : Edmonton, Alberta

PIXEL ARRANGEMENT

RGB VERTICAL STRIPE DISPLAY
COLOURS 16.7M (8 BITS-TRUE)

DISPLAY SPECIFICATIONS

Edmonton LRT 55" Digital Posters are LCD displays. They are located in various LRT stations on the platform level track side. **LRT Digital LCD Posters only display static images; there is no animation, motion or sound.**

Overall Pixel Size 1080 pixels W x 1920 pixels H

ART SPECIFICATIONS


Your creative can be developed using any graphic design software such as Adobe Illustrator, InDesign or Photoshop. Ensure that you keep your creative is in an aspect ratio that makes it a comfortable scale for viewing and proofing. We suggest keeping live copy elements a visually comfortable distance from each edge of your artwork. Once you have finalized your creative, import it into Photoshop to downsample it and save it as follows:

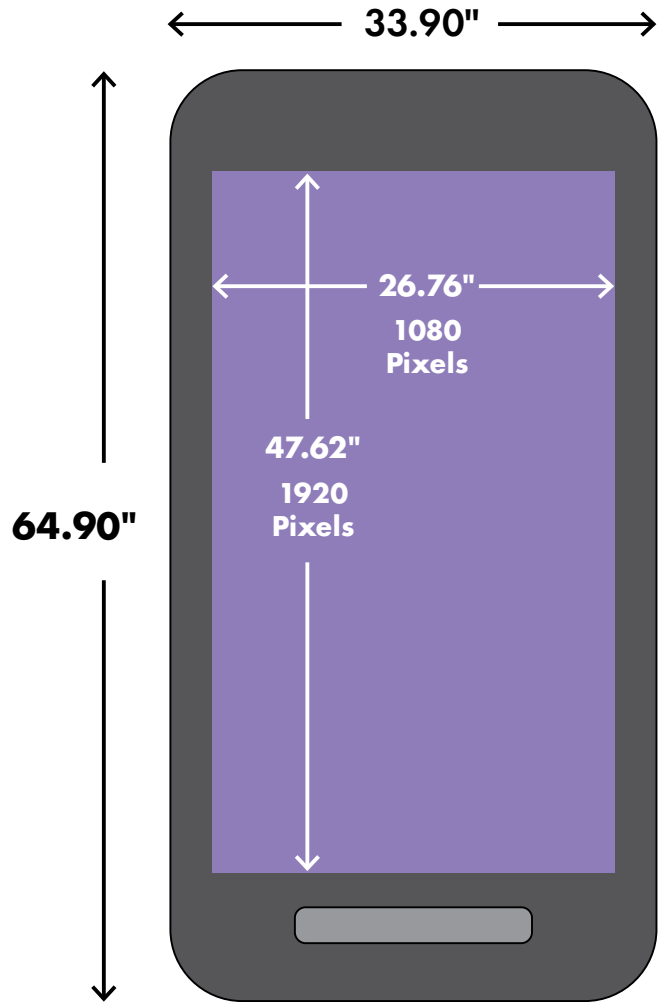
Art Size 1080 pixels W x 1920 pixels H
File Format .JPG files
Colourspace RGB

Be aware that large areas of white, or very bright backgrounds may wash out light weight or small type and graphics.

PRODUCTION

Advertising content must be static with no motion, animation or audio. Advertising content is displayed in a rotation of ten, six-second slots.


 We strive to produce and post quality material, but cannot be held responsible for supplied images that are of poor quality or for artwork that is supplied with errors. We would be pleased to assist you in preparing artwork if you require such assistance. Our digital screens are of high quality and are supported by state-of-the-art software, however some colour variance in images may occur between printed or on-screen proofs and final output due to differences in devices and operating environments.




STATIC IMAGES

Minimum Dimensions 1080 pixels W x 1920 pixels H
Submit in JPG format. All other image formats will not run and will be subject to a conversion charge. JPG must be saved as **RGB** and **Baseline Standard**.

PRODUCTION

 No production is required. Electronic files are uploaded directly to the Digital Horizontal Poster screen from PATTISON Outdoor's control centre.

FILE DELIVERY

 Email your files to your PATTISON Outdoor Representative two weeks prior to your campaign start date.

Interior LRT 28 Poster : Framed or Vinyl

Edmonton and Calgary LRT Cars



DISPLAY SPECIFICATIONS

These posters are either printed on cardstock and placed into a frame, or printed on Self Adhesive Vinyl and applied directly onto the LRT interior.

- Bleed** 20½" W x 27½" H
- Trim/Visible Opening** 20" W x 27" H
- Live Copy Safety** 18" W x 25" H



ART SPECIFICATIONS

Supply art at 1:2 scale at 400 ppi in one of these formats for MacOS: Adobe Illustrator, Adobe Photoshop or Adobe InDesign. Place raster images in CMYK .tif or .eps format. Supply fonts in Mac Postscript Type 1, TrueType or OpenType format or convert all text to outlines. Provide an accurate proof that matches your desired colour rendering or Pantone colour references if colour match is critical.

- Art Bleed** 10.25" W x 13.75" H
- Art Trim Size/Visible Opening** 10" W x 13.5" H
- Art Live Copy Safety** 9" W x 12.5" H



PRODUCTION

Production on both cardstock and self adhesive vinyl may be required. Contact your PATTISON representative for confirmation of substrate requirements for your specific campaign.

- Cardstock:** 20 point cardstock
- Self Adhesive Vinyl:** 3M™ 3500c Controltac™

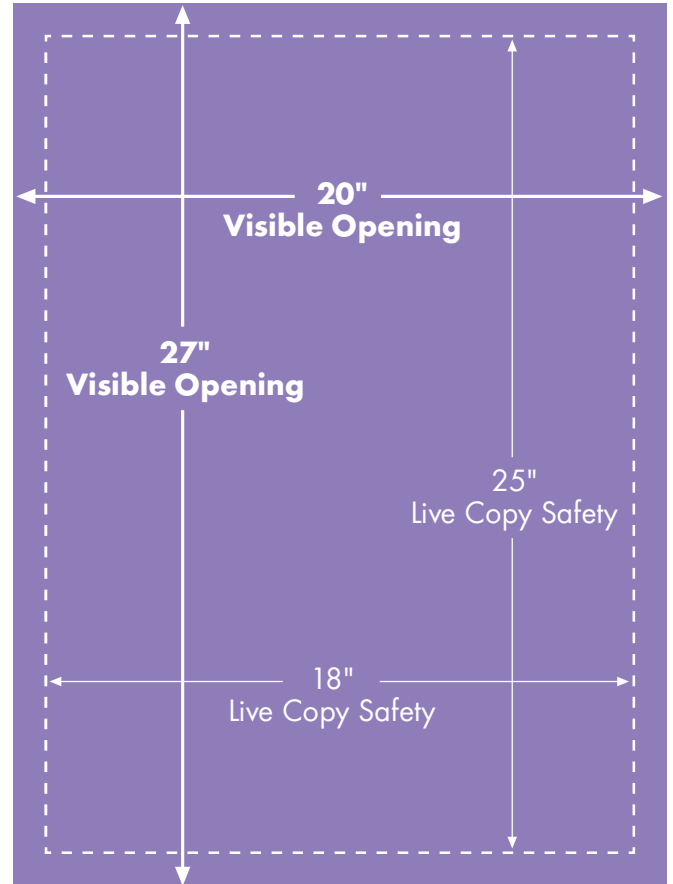


PRODUCTION DELIVERY

Clearly mark printed material with advertiser and design name. Creative must be delivered ready for installation to the appropriate PATTISON market(s) at least one week prior to the contracted posting date. Late copy may result in incomplete delivery of the contracted showing. Contact your PATTISON representative for shipping instructions.



We strive to produce and post quality material, but cannot be held responsible for supplied images that are of poor quality or for artwork that is supplied with errors. We would be pleased to assist you with scanning and prepress work if you so require it. We will match colours to supplied Pantone colour references or colour proofs as closely as possible, but not all Pantone colours can be matched in CMYK printing and some colour variance in images should be expected between proofs and final output due to differences in printing processes. Note that PDFs or other on-screen proofs and printed proofs from devices that are not certified for colour matching should not be relied upon for accurate colour proofing.



ART DELIVERY

If PATTISON Production Services is supplying your production, upload artwork to:

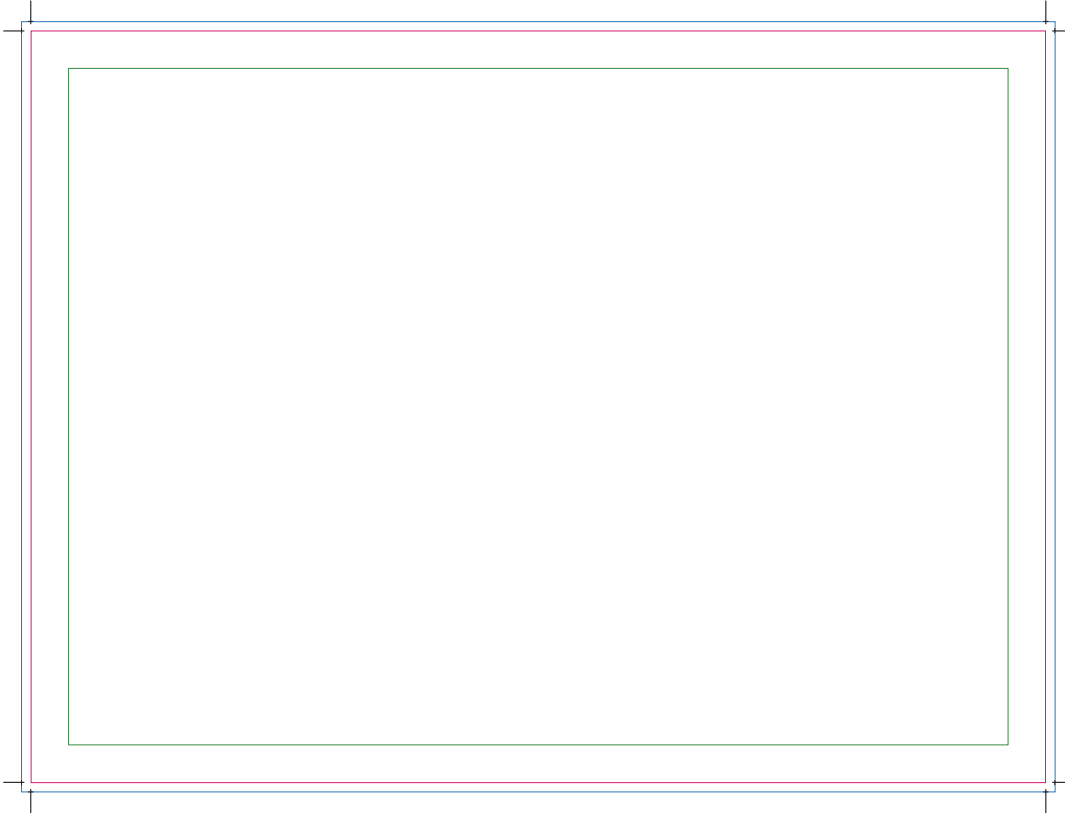
sendit.pattisonoutdoor.com or pattisonoutdoor.com by clicking CLIENT UPLOAD.

Please fill in the following information boxes:

- To:** E-mail address of your PATTISON representative
- CC:** Your sales or production coordinator
- From:** Your e-mail address
- Subject:** Job, client or design name

Drag and drop your file(s) into box provided. You MUST wait for the Upload Status Bar to reach 100% before clicking the "Send It" button. Once your upload is submitted successfully you will receive an e-mail confirmation.

20"



27"



PATTISON OUTDOOR ADVERTISING
20"W x 27"H Transit LRT 28 Poster
 Calgary and Edmonton LRT Cars

1:2 scale

2.07A

E006380 OC17

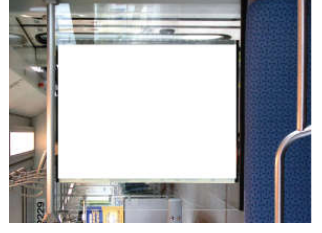
BIEED

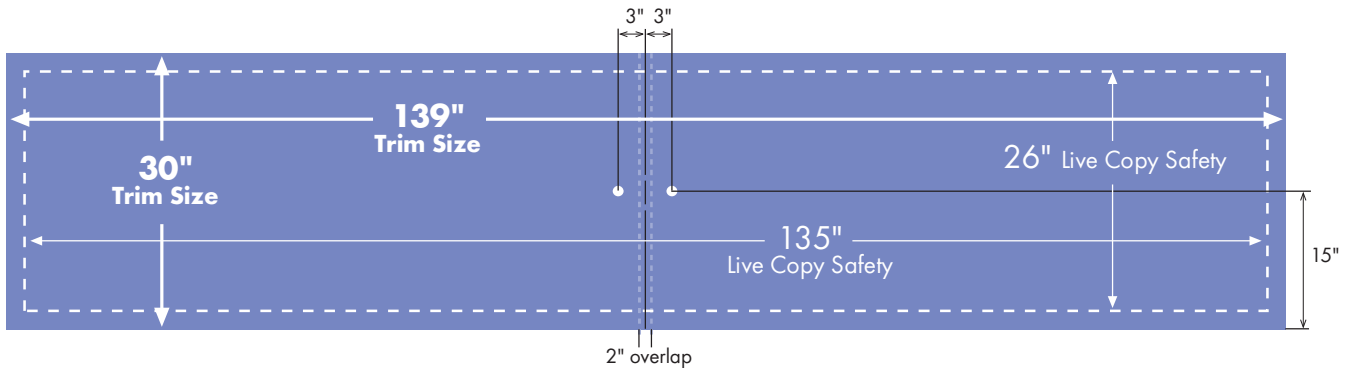
VISIBLE OPENING

LIVE COPY SAFETY

All guidelines and outlines are for position only.
 They can be turned off using the layers palette. Dimensions are provided for general reference only.

Rasier images should be placed at 400 ppi when scaled to this template that is at 1:2 final production size. Place images as CMYK .tif or .eps format. Spot colours should have Pantone references. If a colour match is critical, supply a colour correct hard copy proof for reference. Supply fonts as Mac PostScript Type 1, TrueType or OpenType format or convert to outlines.





DISPLAY SPECIFICATIONS

- Bleed Size** 141" W x 32" H
- Trim Size** 139" W x 30" H
- Visible Opening*** 135.75" W x 26.625" H
- Live Copy Safety** 135" W x 26" H

*Visible Opening is approximate and will vary slightly between units



ART SPECIFICATIONS

Supply art at 1:15 scale at 1200 dpi in one of these formats for MacOS: Adobe Illustrator, Adobe Photoshop, or Adobe InDesign. Place raster images in CMYK .tif or .eps format. Supply fonts in Mac Postscript Type 1, TrueType or OpenType format or convert all text to outlines. Provide an accurate proof that matches your desired colour rendering or Pantone colour references if colour match is critical.

- Bleed Size** 9.40" W x 2.13" H
- Art Trim Size** 9.27" W x 2.00" H
- Live Copy Safety** 9.00" W x 1.73" H



ART DELIVERY

If PATTISON Production Services is supplying your production, upload artwork to:

sendit.pattisonoutdoor.com or pattisonoutdoor.com by clicking CLIENT UPLOAD.

Please fill in the following information boxes:

- To:** E-mail address of your PATTISON representative
- CC:** Your sales or production coordinator
- From:** Your e-mail address
- Subject:** Job, client or design name

Drag and drop your file(s) into box provided. You MUST wait for the Upload Status Bar to reach 100% before clicking the "Send It" button. Once your upload is submitted successfully you will receive an e-mail confirmation.



PRODUCTION DELIVERY

Printed material clearly marked as to quantity, product, advertiser and design name, ready for installation must be delivered to the appropriate PATTISON market(s) at least one week prior to the contracted posting date. Late copy may result in incomplete delivery of the contracted showing. Contact your PATTISON representative for shipping instructions.

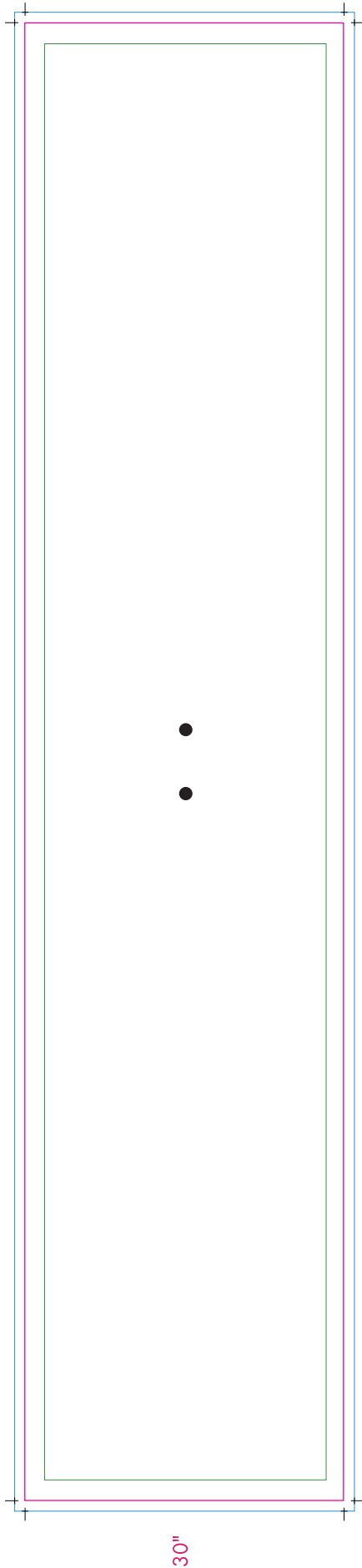


PRODUCTION & MATERIAL

Styrene King Posters are typically silkscreened onto two 70.5" x 30" panels of 60 point opaque polystyrene. When installed the two panels overlap 1" on either side of the horizontal centre (2" total overlap) and are secured by two bolts. Panels must be supplied with 0.5" diameter bolt holes punched 4" from the overlapping edge and 15" from the top or bottom to the middle of the hole. When installed the bolts are 6" apart, 3" either side of the overall horizontal centre. On driver's side installations, the left panel will overlap the right. On curbside installations, the right panel will overlap the left. Therefore, the overlap must work both ways. Depending on the quantity ordered, King Posters can also be digitally printed onto self adhesive vinyl which is then applied to the 60 point opaque polystyrene panel. Vinyl material must be 3M™ 3500 Controltac™ with laminate. Use of alternative vinyl types MUST be approved by your PATTISON production representative prior to production. Failure to use the appropriate material may result in surcharges or rejection by PATTISON or transit authorities.



We strive to produce and post quality material, but cannot be held responsible for supplied images that are of poor quality or for artwork that is supplied with errors. We would be pleased to assist you with scanning and prepress work if you so require it. We will match colours to supplied Pantone colour references or colour proofs as closely as possible, but not all Pantone colours can be matched in CMYK printing and some colour variance in images should be expected between proofs and final output due to differences in printing processes. Note that PDFs or other on-screen proofs and printed proofs from devices that are not certified for colour matching should not be relied upon for accurate colour proofing.



PATTISON OUTDOOR ADVERTISING
139"W x 30"H Transit King Poster 1:15 Scale
 Styrene Poster for Framed Vehicles

2.01

E006705 SE14

BLEED

LIVE COPY SAFETY

VISIBLE OPENING/TRIM

Guidelines are shown for position only. They can be turned off in the layers palette.

Place raster images at a resolution of 1200 ppi when scaled to this template, which is at 1:15 final production size. Place raster images in CMYK .tif or .eps format. Supply fonts in Mac Postscript Type 1, TrueType or OpenType format or convert all text to outlines. If colour match is critical, supply a colour correct hard copy proof for reference.

Self Adhesive Vinyl Posters are applied directly to the vehicle body. Common artwork can be used for both Styrene King Posters (framed vehicles) and Self Adhesive Vinyl King Posters (unframed vehicles).



IMPORTANT! If any of your Standard Interior Card production will be posted in **Toronto Subway cars**, you **must use PATTISON Production Spec 6.03B**. Interior Card production for Toronto Subway cars must be produced on special fire-retardant material. Regular Interior Card material will not be accepted.



DISPLAY SPECIFICATIONS

- Bleed Size** 36" W x 12" H
- Trim Size** 35" W x 11" H
- Visible Opening** 34" W x 10" H
- Live Copy Safety** 33" W x 9" H



ART SPECIFICATIONS

Supply art at 1:4 scale at 600 ppi in one of these formats for MacOS: Adobe Illustrator, Adobe Photoshop or Adobe InDesign. Place raster images in CMYK .tif or .eps format. Supply fonts in Mac Postscript Type1, TrueType or Open Type format or convert all text to outlines. Provide an accurate proof that matches your desired colour rendering or Pantone colour references if colour match is critical.

- Art Bleed** 9" W x 3" H
- Art Trim Size** 8.75" W x 2.75" H
- Visible Opening** 8.5" W x 2.5" H
- Art Live Copy Safety** 8.25" W x 2.25" H



PRODUCTION

Interior Cards are printed directly onto 17.5 pt. translucent Styrene. Depending on the quantity ordered, Interior Cards can also be digitally printed onto self adhesive vinyl which is applied to the 17.5 pt. Styrene panel. Styrene picks up a static charge that attracts dust particles after application. In order to maintain a clean quality through showing, an anti-static protectant treatment must be applied to BOTH sides of the material BEFORE shipping. If anti-static is not applied, there will be an additional charge for application.

Recommended ANTI-STATIC Product: Armstrong ProSeries Regal AS (Item # 42608) Toll Free: 1-866-627-6588

Recommended Applicator: Axis Global Canada
Tel: 1-416-836-9488



PRODUCTION DELIVERY

Printed material ready for installation must be delivered to the appropriate PATTISON market(s) at least one week prior to the contracted posting date. Late copy may result in incomplete delivery of the contracted showing. Contact your PATTISON representative for shipping instructions.



ART DELIVERY

If PATTISON Production Services is supplying your production, upload artwork to: sendit.pattisonoutdoor.com or pattisonoutdoor.com by clicking CLIENT UPLOAD.

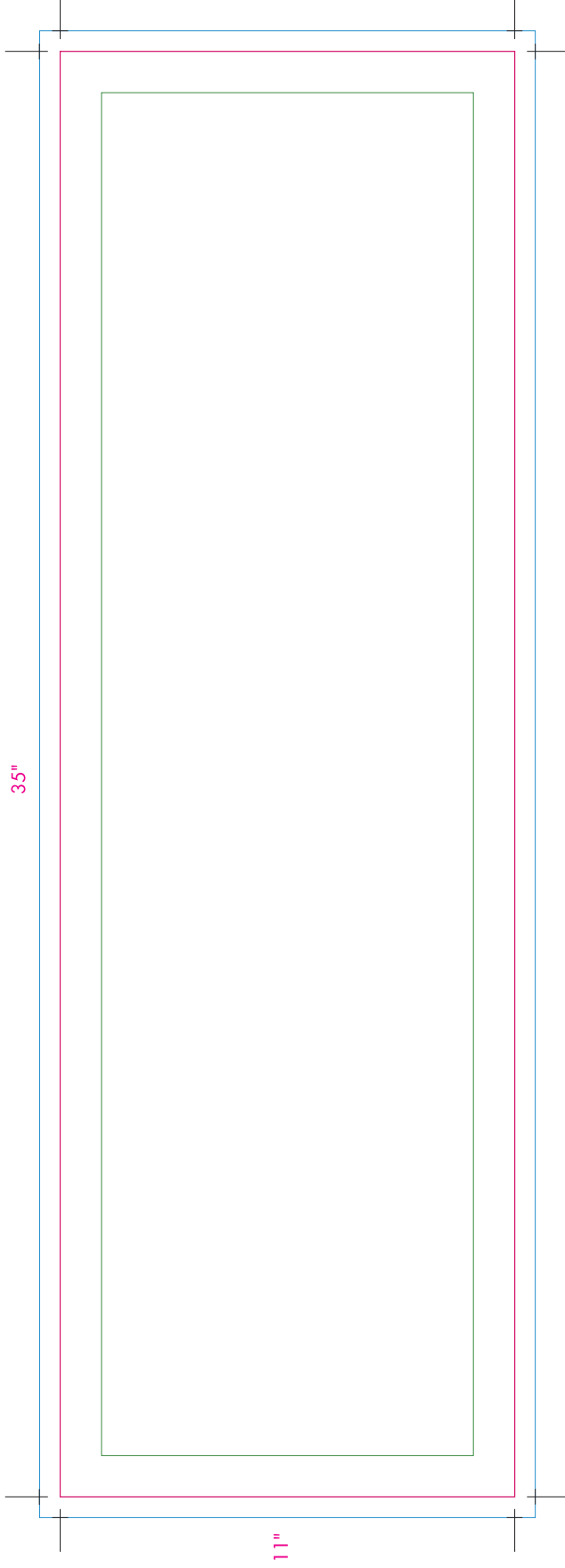
Please fill in the following information boxes:

- To:** E-mail address of your PATTISON representative
- CC:** Your sales or production coordinator
- From:** Your e-mail address
- Subject:** Job, client or design name

Drag and drop your file(s) into box provided. You **MUST** wait for the Upload Status Bar to reach 100% before clicking the "Send It" button. Once your upload is submitted successfully you will receive an e-mail confirmation.



We strive to produce and post quality material, but cannot be held responsible for supplied images that are of poor quality or for artwork that is supplied with errors. We would be pleased to assist you with scanning and prepress work if you so require it. We will match colours to supplied Pantone colour references or colour proofs as closely as possible, but not all Pantone colours can be matched in CMYK printing and some colour variance in images should be expected between proofs and final output due to differences in printing processes. Note that PDFs or other on-screen proofs and printed proofs from devices that are not certified for colour matching should not be relied upon for accurate colour proofing.



IMPORTANT!
 If any of your Interior Card production will be posted in **Toronto Subway cars**, you **must use PATTISON Production Spec 6.03B**. Interior Card production for Toronto Subway cars must be produced on special fire-retardant material. Regular Interior Card material will not be accepted.

Guidelines are shown for position only. They can be turned off in the layers palette.

Place raster images at a resolution of 600 dpi when scaled to 1:4 art size. Place as CMYK .tiff or .eps format. Spot colours should have Pantone colour references. If colour match is critical, supply a colour correct hard copy proof for reference.



PATTISON OUTDOOR ADVERTISING
 35"W x 11"H Transit Interior Card

1:4 scale

E004308 AP12

2.04

TRIM

LIVE COPY SAFETY

BLEED