

# Halifax Regional Municipality

## Call for Artists - Public Art

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### Ride With Me – Asphalt Art Initiative

Project Budget: \$34,000 (\$6,000 for Artist Fees x 3 Artists). Project budget administered by HRM.

Deadline for Submission: January 26, 2024

Info Session: January 16, 2024 6:30pm  
RSVP to [artgrants@halifax.ca](mailto:artgrants@halifax.ca) to be added to the invite.

The Halifax Regional Municipality (HRM) has issued a Call for Artists to lead a series of community-based street mural projects in Halifax’s North End as part of the Asphalt Art Initiative. This project is made possible by the Bloomberg Philanthropies Asphalt Art Initiative grant program.



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## Project Description

HRM is seeking local artists to work with students at Joseph Howe Elementary school in the design and creation of a series of street murals in interim bump-outs in the street which provide an opportunity for community-based public art and increased public safety.

Interim traffic calming and safety improvement measures have been installed along Creighton and Maynard Streets in Halifax in the summer of 2023. The infrastructure will make space for a new bikeway, slow vehicles, and shorten pedestrian crossing points. Working with students at Joseph Howe Elementary School 3 local artists will design street paintings for the bump-out areas near the school on themes to be decided through consultation with the community and the students. Children at the school will design the street murals in collaboration with the selected artists and then paint the designs together with the community. Following the community paint day, a 'learn to ride & outdoor art tour' event to celebrate the work will take place.

## Key Project Goals

- Better defines the space, increasing visibility and minimizing opportunity for confusion for vehicles;
- Better reclaim the space for pedestrians and help people to visualize the space as more than a space for cars;
- Enhances project aesthetic appeal;
- Inspires people, draws visitors in, and enhances quality of life;
- Increases safety; and
- Creating a sense of ownership of the streetscape by the neighbourhood.

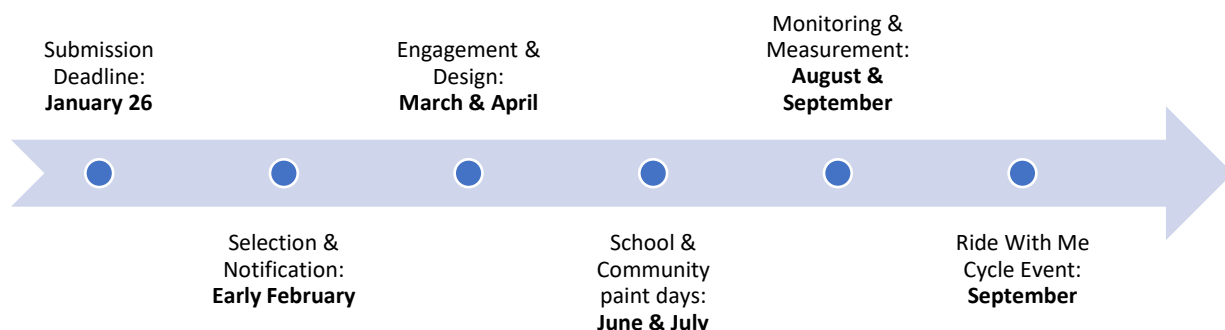
## Project Budget

Total project budget is \$34,000 with \$6,000 provided to each selected artist as an artist fee. The project budget will cover all related project expenses, materials, and project implementation. These funds will be managed and administered by HRM.

The selected Artist(s) shall accomplish the following tasks:

- Complete up to four (4) design workshops with Joseph Howe Elementary School children;
- Complete conceptual design based on workshops for review by students and approval by HRM;
- Produce stencils or develop an implementation plan to translate a design onto asphalt; and
- Facilitate the students and community to help paint the design on the asphalt.

## Project Timeline



## Submission Requirements

Email all documentation as one (1) PDF document in portrait format, not to exceed a file size of 5 MB to: [artgrants@halifax.ca](mailto:artgrants@halifax.ca)

**ARTIST CV & BIO** - Please include a brief bio and a CV outlining the professional experience of the applicant (not to exceed 2 pages) as related to permanent or temporary outdoor public art, interior or exterior murals or site-responsive installations, and community engagement.

**ARTIST STATEMENT** – 200 words (or less) that explain why the artist/team is interested in this opportunity and how their practice relates to this project and the posted selection criteria.

**DIGITAL IMAGE WORK SAMPLES** – Applicants must submit a **minimum of 5 and a maximum of 10 samples of past work** that best illustrate their qualifications for this project. Submit each image on a separate page, portrait format, and include title of work, artist(s), location, commissioning agency, date and budget.

**All submissions are to be sent electronically to HRM [artgrants@halifax.ca](mailto:artgrants@halifax.ca) by January 26, 2024.**

## Selection Criteria

- Artists must be at least 18 years of age, living in Halifax or with significant ties to Halifax.
- Quality of work, aesthetic ability, and experience with collaborating and engaging the local community in the creative process;
- Technical skills to successfully produce a large-scale artwork. Previous experience working in public spaces and/or murals preferred, but not required;
- Interest in working with youth and emerging talent, while providing mentorship and guidance that encourage a comfortable and productive work environment; and
- Upon final selection, the artist/artist team will be required to meet with community stakeholders, complete a site visit, and sign a contract before receiving their first payment. Key dates for presenting artwork design and implementation are to be determined by HRM.

## Selection Process

A peer selection panel comprised of arts sector representatives and community representatives will review all application materials and score using rubric below. At the conclusion of the review, the selection panel will recommend the selection of three (3) artists to undertake the work.

Interest in the project and ability to create artwork that is unique to the site/project	10 points
Connection to the North End Community	10 points
Quality of portfolio with experience in public art and design in the public realm	10 points
Interest and experience working with youth and collaborating with partners	10 points
Technical skills required to complete project	10 points

The selection panel reserves the right to request additional information from any of the applicants to inform their decision. The panel also reserves the right to make no recommendation from the submitted applications.

## Site Details:

Temporary curb extensions have been installed at intersections on Creighton St and Maynard St in Halifax's North End to create a Complete Street including bike-friendly travel way. The curb extensions use bollards to extend the size of the pedestrian area for crossing the street. These interim bump-outs provide a unique opportunity along the bike path for a community art project. The street painting will be done in the spaces between the bollards and the curb at each intersection. Creighton St and Maynard St each run along either side of the Josephine Howe Elementary School which serves the equity deserving community of Uniacke Square. Our hope is that doing this project will make it both safer for those families to walk to school, walk through their neighbourhood and to feel safe using the new bikeway.





**Examples of curb extensions that will be painted through this initiative.**

### About the Asphalt Art Initiative

The Asphalt Art Initiative grant program is designed to fund visual art interventions on roadways, pedestrian spaces, and public infrastructure in small- and medium-sized North American cities (with populations of 30,000–500,000) with goals of improving street and pedestrian safety, revitalizing and beautifying underutilized public space, and promoting collaboration and civic engagement in local communities. Halifax was one of 2 Canadian cities across North America; see the full list at <https://asphaltart.bloomberg.org/>.

### Diversity and Inclusion Framework

This project will be administered in accordance with the core values embedded in the Municipality's Diversity and Inclusion Framework, which states:

The Halifax Regional Municipality values diversity and inclusion in all that we do, think and pursue. Diversity is more than race, ability, sexual orientation, language, gender or any other descriptive category. Diversity means understanding and utilizing different views, ideas, life experiences, skills and knowledge. By recognizing diversity as a core value, we are laying the foundation for a municipality that aspires to accurately represent the communities we serve.

The goals of the Framework are reflected in the goals of this process, which include the development of:

- Inclusive public service: To ensure inclusive and equitable access to and benefit of, municipal services, programs and facilities;
- Equitable employment: To attract and retain a skilled workforce that reflects the diverse residents of the municipality; and
- Meaningful partnerships: To develop positive and respectful internal and external partnerships that contribute to inclusive decision making.

### Additional Information

1. Selected artists must pass a child abuse registry check and criminal record check prior to the start of the project.
2. Please be advised that the Halifax Regional Municipality and the selection panel are not obligated to accept any of the submissions and may reject all submissions.
3. All information provided under the submission is subject to the Freedom of Information and Protection of Privacy Act (NS) and shall only be withheld from release if an exemption from release is permitted by the Act. The artist shall retain copyright in the concept proposal.
4. Once a contract has been awarded and the project is completed, the artwork will be owned by the Halifax Regional Municipality, and images of the work may be used in publicity for the Halifax Regional Municipality. Copyright of the work and all intellectual property shall remain with the artist.
5. Extensions to the submission deadline will not be granted under any circumstances. Submissions received after the deadline and those that are found to be incomplete will not be reviewed.