

Project Background:

In 2022 the Downtown Cambridge BIA established an outdoor art gallery space as part of a revitalization initiative for the Water and Main Street alleyways in Downtown Cambridge. The Galtway is divided into 3 gallery rooms, each with a distinct theme, art form and lighting. The first of those gallery rooms is the Rotational gallery, which has a traditional gallery space theme and uses the historical limestone walls as a backdrop to display vinyl-wrapped art panels highlighted with overhead lighting. Each of the panels will display printed replications of the proposed artwork. An additional panel displays information about the Artist and their work.

Opportunity Overview

The Artist selected to have their work shown in The Galtway will be contacted via email on February 14, 2023.

The work will be presented as a series of nine (9) portrait-orientated display frames that are approx. 60" W x 96" H. Each frame is wrapped in a vinyl-printed version of one of the nine art pieces. All mediums of art are considered as long as they are suitable for reproduction in a 2-dimensional high-resolution image that can be printed on the vinyl wrap.

Proposal Requirements

Please ensure you have read over all listed requirements for this call for submissions. An incomplete or late submission package will result in your submission not being accepted by the selection committee.

1. Completed Project Form
2. Curriculum Vitae (Max 1 Page)
3. Artist Statement (100 words)
4. Design Concept
 - a. Overall concept for the work
 - b. A brief description of each of the 9 pieces
 - c. Describe how your pieces will impact and influence the community
 - d. If awarded, describe how this showcase will effect your art practice
5. Three (3) photo examples of previous work
 - a. Images must be JPEG
 - b. Max file size of 100 MB
 - c. File name format: 01initialsyeartitle.jpg (image number, applicant's initials, year of work, title of work). *Image names and numbers must correspond to those in the digital document list.*
6. Digital image documentation list

Complete the Template provided with the contextual information related to the three uploaded previous work examples. Include the image number, year, the title of the work, medium, and dimensions.

Note: The Downtown Cambridge BIA uses Google forms and Drive for our submissions. You will have to create a Google account if you haven't already.

Artist's Eligibility and Considerations

Eligibility

- This request for submission is open to all emerging and established artists and art collectives who reside or work within the Region of Waterloo.
- All forms of visual and mixed media art will be considered as long as they are suitable for reproduction in a 2-dimensional high-resolution image that can be printed on the vinyl wrap.
- *Note: Art Collectives and teams must share the total commission awarded.*

Considerations

- Artists will be responsible for creating and submitting a high-resolution digital file of their proposed art in the format required and specified.
 - High-resolution (at least 300 dpi) PDF, Adobe Illustrator .ai files or .esp files are required for production. They do not have to be formatted for printing.
 - Artwork must be of the size 60" W x 96" H (ratio) 5:8
- The Downtown Cambridge BIA contractor will be responsible for formatting, printing, and installing the artwork in the gallery. The Artist will have the right to approve the formatted layout of their design before installation.
- The Artwork may address any theme or topic.
- The artwork must NOT contain content that breaches any intellectual property, trademarks, logos, brands or images. It can NOT depict any offensive, vulgar, or illegal activity. The use of and inclusion of tobacco, alcohol, or marijuana will not be accepted. The art must not promote any political party or election candidate. Any depiction of demeaning or derogatory portrayals of individuals or groups or anything that the general prevailing community would likely take deep or widespread offence will not be accepted or tolerated.
- While all means possible will be taken to preserve the work, due to the nature of the gallery and its location, artwork may be damaged by the elements or the public. In the event of damage, the artwork will be reprinted and reinstalled on the panel by the Downtown Cambridge BIA.

Selection Criteria

Submissions will be evaluated based on the following weighted criteria:

- 45% Artistic Merit
 - Quality of work, both from a technical and aesthetic perspective
 - Originality
 - Evidence of broad thinking and conceptual clarity
 - Concept is meaningful and impactful

- 40% Appropriateness to the Site
 - Describes how the piece will impact and influence the community
 - Meets technical requirements for printing at scale and on vinyl
 - Adhered to requirements for no offensive and obscene images and text.
- 15% Qualifications and Professional experience
 - Previous experience with exhibitions
 - Connected and local to the community
 - Impact on how this showcase will effect their art practice

If further clarification or examples are required, the Selection committee will reach out to the Artist.

Selection Committee

All submissions will be reviewed by a selection committee of five members headed by the Downtown Cambridge BIA, including local business members, property owners and community members. The Jury will vet all applications and meet between Dec. 6-8th with final decisions made and posted on February 14, 2023.

Budget

Artist fee: \$705.00

The Downtown Cambridge BIA covers printing and installation cost.

Estimated Project Timeline

Exhibition Dates: March 1, 2023 to August 31, 2023

Application Deadline: February 9th, 2023 at 5:00 PM EST

Jury Review: February 10th - 13th, 2023

Notification of Results: February 14th, 2023

Submission of Artworks for Print: February 21st, 2023

Artwork to be Installed: March 1, 2023

Notice of Award

The selected Artist will be notified by email on Tuesday, February 14th, 2023. A contract to display the work will be provided at that time. The signed contract and nine (9) pieces for display and printing will need to be provided to the Downtown Cambridge BIA by February 21st, 2023 at the latest to be prepared for printing and installation. The Artist will have the opportunity to approve all artwork before installation.

Due to the volume of submissions, only selected artists will be contacted.

Publicity

The Downtown Cambridge BIA shall have exclusive rights to issue all public announcements regarding the competition, including but not limited to social media. The BIA will inform the artists when they may communicate their participation in the project.

Ownership and copyright

The Artist retains all ownership and copyright for the works being presented. At the same time, the Downtown Cambridge BIA reserves the right to use the images of the work displayed for promotion and marketing purposes of The Galtway gallery and will only be used as initially intended and laid out in the contract.

Questions

For more information or clarity regarding this request for submissions, please contact info@downtowncambridgeia.ca