



STAGE ONE: EXPRESSION OF INTEREST

Project: Brampton's 50th Birthday Mural

Budget: \$90,000 CAD including HST

Submission Deadline: 2:00 pm EDT on May 10, 2024

Contact: public.art@brampton.ca

OPPORTUNITY

The City of Brampton (“the City”) invites professional artists, creatives, and artist-led teams (“the Artist”), to submit Expressions of Interest for the creation of a mural to commemorate Brampton’s 50th Birthday. This opportunity is open to artists living and working in Ontario, with an interest in engaging artists who have an established connection to Brampton and/or the Treaty Territory of the Mississaugas of the Credit First Nation, and the traditional territory of the Haudenosaunee, Huron, and Wendat.

PROJECT DESCRIPTION

The City of Brampton (“the City”) will be commissioning a new mural to celebrate the City’s 50th Birthday. Artists, Creatives, and/or Art Collectives are invited to respond to this call with an Expression of Interest.

The City is looking for a dynamic artwork that will celebrate the rich history and cultural heritage of Brampton. The mural must be designed and fabricated off-site and installed in Fall 2024 on the designated location on the southeast corner of The Rose, the City’s largest performing arts centre. The City is open to a variety of approaches and materials, including but not limited to painted panels, printed digital illustrations, laser-cut images, texture relief, photographic images, digital collage. The artwork must be contained within the identified canvas area but does not need to fill the entire space. The borders of the mural may be organic or can extend to the edges of the designated canvas.

In addition to commemorating the City’s 50th Birthday, the mural will also serve as an element of creative placemaking for The Rose and Garden Square, drawing attention to the space and creating a visible meeting spot near one of the main entrances to the theatre. To provide full context to the project, consideration should be given to the surrounding neighbourhood and the downtown community, which includes Brampton City Hall, Brampton Arts Organization, Peel Art Gallery Museum and Archives (PAMA), Brampton Library (Four Corners Branch), Algoma University, the Downtown Transit Hub, and the Downtown BIA, with businesses, restaurants, and retail establishments. The mural must be designed to withstand fluctuating temperatures and weather conditions and remain installed as a semi-permanent public artwork for a duration of between 10 and 25 years.

About Brampton:

Brampton is Canada’s ninth largest city, moving from a small population of 500 in 1853 to 656,480 in 2021. It is the fastest growing of Canada’s largest 25 cities, and Brampton’s growth represents 90.2% of the net population growth within the Region of Peel (between 2016 and 2021). We are a diverse community with 250 cultures speaking 171 languages.

Brampton is located northwest of Toronto, within close proximity to Toronto Pearson International Airport. Home to more than 90,000 businesses, the city’s major business clusters include manufacturing, retail, and wholesale trade.

In addition to a well-developed economic base, Brampton residents enjoy a high-quality lifestyle. It is the first city in the GTA, and one of only 10 in North America, to be designated an International Safe Community by the World Health Organization in 2007. Brampton also received the Platinum Youth Friendly Community designation from Play Works, for a third time, highlighting our outstanding commitment to growth and development opportunities for youth.

Offering more than 9,000 acres of parkland, Brampton is a green city providing access to more than 850 parks, many recreational amenities, open spaces, and trails.

Maclean's magazine recognized Brampton as one of Canada's Best Communities 2021, and Forbes recognized us as one of Canada's Best Employers for the fifth year in a row. In addition, S&P Global affirmed the City of Brampton's Triple 'A' rating for 2021, the highest credit rating a municipality can receive, with a stable outlook.

We are energized by our diverse communities, we attract investment, and we are embarking on a journey to lead technological and environmental innovation. We partner for progress to build a healthy city that is safe, sustainable, and successful.

Please refer to the [City's website](#) for more information on the history of Brampton and upcoming 50th Birthday celebrations.

PUBLIC ART LOCATION

The mural will be installed on the southeast corner of The Rose, Brampton's largest performing arts centre. The Rose is located in the heart of downtown Brampton, adjacent to Garden Square, and is a short walk from the Downtown Transit Hub, Gage Park, and City Hall. Please see a location image and dimensions included in Appendix A.

BUDGET

The total budget for the mural project is \$90,000 in Canadian Dollars, inclusive of HST. This is the maximum available budget to cover all costs associated with the implementation of the Successful Artist's concept for the mural, including fabrication, installation, lighting, electrical infrastructure (if deemed necessary), and engineering approvals.

PROJECT PHASES

Artist(s) and Artwork Selection Process

The selection of a work of public art for the Brampton 50th Birthday Mural is a two-stage competition, open to artists based in Ontario.

The procurement process consists of (1) a request for Expression of Interest and qualifications (EOI), followed by (2) a Request for Proposals (RFP) from a selected short-list of qualified artists.

THE CORPORATION OF THE CITY OF BRAMPTON
Request for Proposals
Brampton's 50th Birthday Mural

Following receipt of concept proposals from shortlisted artists, these designs will be shared publicly to gather community feedback. The Art Selection Committee will then determine a successful concept proposal and initiate the production phase of the mural project.

The selected artist(s) will be expected to work collaboratively with the project team to finalize any technical aspects of the installation, including lighting infrastructure.

The City of Brampton retains the right not to choose a successful artist.

ANTICIPATED SCHEDULE

April 2024	Launch Call for Artists – Stage One: Expressions of Interest
May 10, 2024, at 2:00 pm EDT	EOI Submissions Due
May 21, 2024	Shortlisted Artists notified, Request for Proposals Issued
June 11, 2024	Deadline to submit questions or request clarification
June 18, 2024, at 2:00 pm EDT	RFP Submissions Due
Mid-June – Early July 2024	Community Feedback Period
Mid July 2024	Successful Artist Notified
July – September 2024	Artwork Fabrication
October 2024	Mural Installed
October 2024	Mural Unveiling and Celebration

**Project timeline is subject to change.*

SELECTION PROCESS

Stage 1: Expression of Interest

An Art Selection Committee facilitated by staff will review all submissions to identify a shortlist of up to five (5) artists. The review and assessment will be based on artistic excellence and demonstrated or perceived ability to create and execute an innovative, engaging public artwork that is complementary to the community context and meet the criteria as outlined in this EOI.

The Art Selection Committee will be comprised of a diverse range of professionals and community members, including art experts such as artists, curators, and critics, technical experts such as urban designers and engineers, and community representatives sharing insights into preferences and interests.

Stage 2: Request for Proposals

Shortlisted artists will be notified in writing and invited to develop a design proposal.

A detailed RFP document will be provided to guide the shortlisted artists in the preparation of their mural concepts. The timeline for the concept development period is one month, resulting in a design proposal, budget, and schedule.

Shortlisted artists will be paid a fee of \$1,000 (+HST) for this stage of the competition.

THE CORPORATION OF THE CITY OF BRAMPTON
Request for Proposals
Brampton's 50th Birthday Mural

The shortlisted mural concepts will be shared with the community for feedback. Following community consultation, the Art Selection Committee will recommend a winning mural design.

The Successful Artist will be notified in writing that they have been awarded the commission. The Successful Artist will work with the City to develop technical plans for fabrication and installation.

The City of Brampton retains the right not to choose a Successful Artist.

Reserved Rights of the City of Brampton:

- The Artist will retain all rights, titles, and interests, including moral rights, to the submitted work.
- The Artist understands that the City will keep any documents of any type, including images, submitted by the Artist in accordance with its record-keeping obligations as required by applicable statutes, regulations, and by-laws. The Artist represents and warrants that the Artist is the exclusive owner of the rights conveyed to the City and that the Artist has full power and authority to license the submitted work.
- The Artist warrants and represents that the submitted work is original to the Artist and does not violate any intellectual property rights of any other person or entity contrary to the Copyright Act or otherwise provided at law.

SUBMISSION OF EXPRESSIONS OF INTEREST

Deadline for Submission of Expressions of Interest:

Expressions of Interest are due on or before **2:00 pm EDT on May 10, 2024.**

Artists and/or Artist Teams must package their submissions as a **single PDF document** with a maximum file size of 50MB. The PDF document must be titled with the name of the artist and project.

Please use the following nomenclature: Artist Name_Brampton Birthday Mural_EOI

Submissions must include the following to be eligible for consideration:

1. Artistic Statement

Outline your artistic experience, approach, and interest in the project.

2. Curriculum Vitae (CV)

A detailed list of professional arts experiences and previous public art commissions, as well as any additional information relevant to this EOI. If applying as an artistic team or collective, please include a CV for each member and identify their role in the project.

3. Artistic Support Material

A maximum of ten (10) images to act as visual support material for your submission. Each image should be titled and numbered.

4. Support Material List

A written list that corresponds to the Artistic Support Material. Each image should be numbered with the following details noted: Title, date completed, location, dimensions, materials, project budget, commissioning body (if applicable), and a brief description of the work (maximum 50 words).

5. References

Provide names and contact information (current email and phone number) for three (3) references, preferably in relation to recent murals and/or public art projects. Please identify their role and connection to the project. Reference letters are not required.

6. Submission Form

Include a completed submission form, sharing contact information and any identified connections to the City of Brampton and/or the Treaty Territories of the Mississaugas of the Credit First Nation, and the traditional territory of the Haudenosaunee, Huron, and Wendat.

Email submissions to: public.art@brampton.ca

Please use the subject line: Artist Name_Brampton Anniversary Mural_EOI

Questions and requests for clarification will be received by email until May 3, 2024.

Applicants requesting accessibility support are encouraged to reach out at least one week in advance of the deadline.

CONTACT DETAILS

Erin Glover, Public Art Officer

Cultural Services, City of Brampton

public.art@brampton.ca

APPENDIX A

Site Details

The identified mural canvas will wrap the south and east walls of The Rose, above and adjacent to the underground parking lot entrance for the performing arts centre. The south wall is approximately 32' wide x 26' high. The east wall is approximately 16' wide x 26' high.

The Rose is located at 1 Theatre Lane in Brampton, Ontario.

