

**Call for Artwork
City of St. John's**

**“Year of the Arts”
Downtown Pedestrian Mall
Pole Box Artwork**

Issued April 2024

ST. JOHN'S

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1. Project Overview

In celebration of the provincial "Year of the Arts," the City of St. John's invites visual artists to submit digital artwork for signage that will adorn decorative light poles throughout the Downtown Pedestrian Mall on Water Street. The digital artwork should be high-resolution artwork file(s) or scalable vector-based artwork file(s).

The digital artwork will be printed on twin-wall corrugated plastic-sheet sign material (also known by tradenames Coroplast®, Correx®, and others) and affixed to wooden boxes that will wrap around the base of decorative light poles on the Downtown Pedestrian Mall. The City of St. John's will be responsible for the printing and installation of the artwork. The selected Artist(s) will be responsible for the design, creation, and delivery of the print-ready high-resolution artwork file(s) or scalable vector-based artwork file(s) to the City of St. John's within the timelines and according to the objectives and specifications herein.

2. Project Objectives

The artwork:

- Will enhance the vibrant, colourful streetscape of Water Street.
- Will contribute to the fun, inviting atmosphere of the Downtown Pedestrian Mall for residents and visitors.
- Will celebrate the unique characteristics of the City of St. John's.

3. Project Specifications

- Each design should consist of four separate images, each designed to fit on one of four panels measuring 18" wide and 63" high, an aspect ratio of 2:7 (see appendix A).
- The four panels must be able to be installed in any order (i.e., the style/theme should be consistent across all four panels, but they should not connect to one another in one predetermined way).
- Artwork may be created digitally, may be a high-resolution digital photograph, or may be a high-resolution digital scan of analog visual art, such as painting, drawing, printmaking, etc.
- The digital artwork will be printed on twin-wall corrugated plastic-sheet sign material (also known by tradenames Coroplast®, Correx®, and others) and affixed to wooden boxes that will wrap around the base of decorative light poles on the Downtown Pedestrian Mall.
- Artwork must be colourful. Bright and bold colours are required as they are less prone to fading over time.
- Artwork must be original, and created by the submitting Artist(s).

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- Artwork must not contain content in breach of any intellectual property, trademarks, brands, or images of vulgar, offensive, or illegal activity.

The successful Artist(s) will be responsible for the design, creation, and delivery of the print-ready high-resolution artwork file(s) or scalable vector-based artwork file(s) to the City of St. John's within the timelines and according to the objectives and specifications herein.

Artist(s)' responsibilities include but are not limited to:

- Provision to the City of print-ready high-resolution artwork file(s) or scalable vector-based artwork file(s).
- If required, further develop and refine the design(s) and file(s) to ensure alignment to the objectives and specifications of the project.
- Work with City of St. John's staff to communicate and showcase project development and/or final results.
- **Note:** The Artist(s)' scope of work does not include printing, installation, or maintenance. These tasks will be financed separately and managed by the City of St. John's.

4. Selection Process

The Artist(s) will submit as per the proposal requirements in Section 7, for assessment by a selection committee.

4.1. Assessment Criteria

Criteria	Weight	Related Proposal Requirements (see Section 7 for details)
Experience of Artist	20%	<ul style="list-style-type: none"> ○ Name, links, and biography for Artist ○ Images of previous work ○ Statement of intent and comprehension
Relevance of Design Concept	35%	<ul style="list-style-type: none"> ○ Description and digital draft image(s) of design, including how it meets project objectives
Artistic Merit of Design Concept	45%	<ul style="list-style-type: none"> ○ Description and digital draft image(s) of design, including how it meets project objectives

5. Payment

The City's budget for payment to the Artist(s) is \$500, plus \$826 per individual pole box, inclusive of any and all applicable taxes. The intention is to showcase the artwork of several different artists throughout the Downtown Pedestrian

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Mall, so more than one artist/design may be selected. Depending on the number of selected submissions, an artist's artwork may be displayed on up to 32 pole boxes.

Example scenario A: 4 artists are selected, with each artist's work displayed on 8 individual pole boxes. In this scenario, each artist will be paid \$500 plus (8 x \$826), for a total payment to each artist of \$7,108.00.

Example scenario B: 8 artists are selected, with each artist's work displayed on 4 individual pole boxes. In this scenario, each artist will be paid \$500 plus (4 x \$826), for a total payment to each artist of \$3,804.00.

6. Timeline

Deadline for proposal submissions	Friday, May 10, 2024
Notification of successful Artist(s)	Friday, May 17, 2024
Deadline for artist submission of print-ready high-resolution artwork file(s) or scalable vector-based artwork file(s)	Friday, June 7, 2024

7. Proposal Requirements

Please submit the following to arts@stjohns.ca, with "Pole Box Artwork" in the subject line. Submissions must be received before 4:00 p.m. NDT, Friday, May 10, 2024:

7.1. Full contact information for Artist:

- Name
- Mailing address
- Telephone number
- Email address
- Any other relevant contact information

7.2. Link to Artist's website or portfolio

7.3. 200-word Artist biography

7.4. Images of previous work:

- A minimum of three (3) images showing past work relevant to the project (not less than 150 ppi).
- Documentation list: Clearly list each image file name to correspond with the submitted image file.
 - Include title, date, medium, size, and a brief description of the work.
 - For public artworks include the commissioning agent and budget.

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7.5. Description and digital draft image(s) of your design, including how it meets the project objectives as described above.

Note: although the submitted digital draft artwork need not be the final print-ready file, it should be sufficiently developed to provide the selection committee with a reasonable representation of the eventual final artwork.

7.6. Statement of intent and comprehension demonstrating the following:

- Artist's interest in and approach to the project
- Availability and capacity to work within the established timeline

We encourage submissions from Artists that are typically underrepresented, including BIPOC (Black, Indigenous and People of Colour), LGBTQIA2S+ identifying individuals, Deaf persons, and persons with disabilities.

We welcome Artists at various stages of their careers to apply. Artists' experience with similar projects may be considered by the selection committee but is not a requirement.

We are dedicated to inclusion, access, and openness in the application process. If you require any assistance with your application, please email arts@stjohns.ca.

8. Terms and Conditions

8.1. The City requires the successful Artist(s) to provide the following documents within seven (7) calendar days from the City's request to do so:

- Signed contract
- Signed Occupational Health and Safety declaration

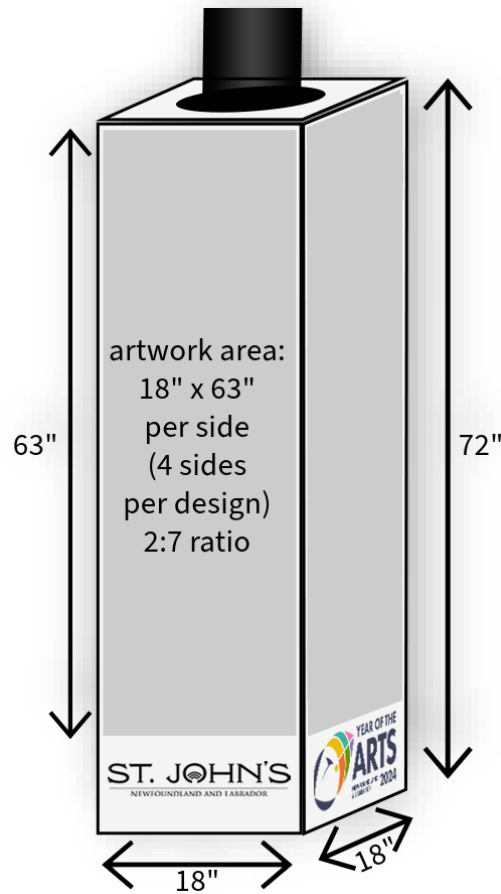
8.2. The successful Artist(s) retains all rights to the work except ownership and possession. In view of the intention that the work in its final dimension shall be unique, the Artist(s) shall not make any additional exact duplicate reproductions of the final work, nor shall the Artist(s) grant permission to others to do so except with the written permission of the City as Owner. The successful Artist(s) shall grant to the City of St. John's and their successors an irrevocable license to make two-dimensional reproductions of the work for promotional purposes, including but not limited to reproductions used in advertising, brochures, media publicity, and catalogues or other similar publications.

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- 8.3. The City of St. John's reserves the right to:
- a) accept or reject any or all proposals received in response to this Call for Artwork.
 - b) cancel and/or re-issue this Call for Artwork at any time.
- 8.4. Proposals may not contain qualifications or conditions. All Proposals and supporting documents shall become the property of the City of St. John's.
- 8.5. The City of St. John's or any of its associated entities shall not be obligated in any way to the Artist(s)' response to this document. The Artist(s)' costs related to the preparation of a response to the document shall be entirely the responsibility of the Artist(s). Expenses of any nature incurred by the Artist(s) prior to the signing of an agreement or contract shall be the sole responsibility of the Artist(s) and may not be charged to or claimed from the City of St. John's or its associated entities in any manner, shape or form.
- 8.6. The award of a contract from this Call for Artwork is conditional upon the successful Artist(s) entering into an agreement to meet all obligations as required by the Call for Artwork. The City of St. John's is under no obligation to award a contract. The City reserves the right to reject any or all proposals and to accept the proposal deemed most favourable in the interests of the City. The City may, in its absolute discretion, reject any and all proposals submitted.
- 8.7. The selected design concept(s) may require amendment following the recommendation of award to ensure suitability with the materials, site, etc. in question. The final design is subject to acceptance by the City of St. John's.
- 8.8. The successful Artist(s)' compensation, as outlined above, will be inclusive of any extra work required to amend the selected design.
- 8.9. All work completed under any contract resulting from this Call for Artwork shall become the sole property of the City of St. John's.
- 8.10. Before submitting a proposal, the Artist(s) shall carefully examine these terms of reference and fully inform themselves of all aspects of the project.
- 8.11. This procurement process is not intended to create a formal legally binding bidding process or what is commonly known as Contract A.

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Appendix A: Pole Box Schematic



Appendix B: Reference Image – 2021 Pole Box

