

Art in Public Places Program

Call to Artists

WATERFRONT BANNER PROJECT

As part of the City of Orillia's visual identity awareness and waterfront beautification, the City of Orillia is looking to commission one (1) local artist to produce five (5) renderings, one (1) for each of the following themes, to be reproduced onto a street side flag pole banner and installed along Mississauga Street East/Centennial Drive (Please see Appendix "A" for flag pole layout) from July 1 to October 11, 2019.

The five (5) themes that will be required are:

- 1- Heritage – Stephen Leacock Museum National Historic Site
- 2- Culture – Orillia Opera House
- 3- Lifestyle – Downtown Orillia
- 4- Recreation – Cycling
- 5- History – Mnjikaning Fish Weirs National Historic Site

The competition is open to all artists; however, preference will be given to local/regional artists.

Design considerations

The selected artwork will respond to the following design considerations

- Banner dimensions = 24" x 36"
- Intrigue viewers and stimulate imagination, while being suitable for all ages
- Use of simple design elements and bold colours
- Rendering to depict and convey the spirit of Orillia
- No text within the image

Sample submission requirements

Artists are asked to submit the following based on the "Heritage" theme (One Image)

- Produce a well-developed conceptual illustration or rendering on 11" x 17" paper or digital copy
- Provide a brief description of the artist including contact information, address, phone number and email.
- Three (3) examples of past work that best illustrate the artistic approach being used for this opportunity.

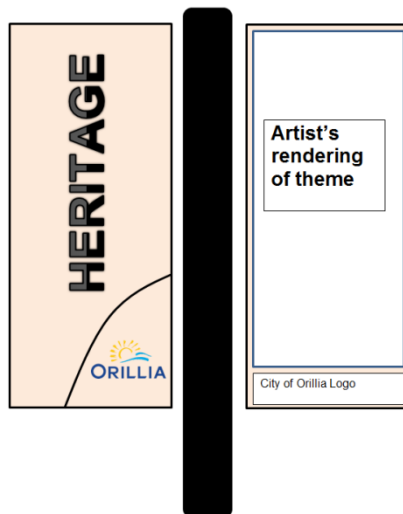
All submission materials become the property of the City of Orillia and will not be returned.

Deadline

The deadline for artist submission is **April 12, 2019**.

Design Framework

Design Concept – Orillia



Industry Example – Collingwood



Timeline

A decision will be made the third week of April with the chosen artist being notified by April 19, 2019. The artist will be given a strict deadline to produce all five (5) renderings by May 31, 2019. Installation will occur in June, with the banners being proudly displayed at the waterfront all summer long.

Key Dates

- Call to artists – April 1, 2019
- Deadline for sample submission – April 12, 2019
- Jury vote – April 15-18, 2019
- Artist's five (5) final renderings submission deadline – May 31, 2019
- Production – Two (2) Weeks
- Installation - Week of June 24

Budget

The chosen artist will receive an honorarium in the total amount of \$1,500 for all five (5) renderings.

Award

The artist selected will be required to enter into an agreement with the City of Orillia prior to commencing.

Notification of results

All applicants will receive notification once a decision has been made.

For more information, please contact Michael Ladouceur, Manager of Tourism, at 705-325-1612 or mladouceur@orillia.ca



City of Orillia

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Appendix A – Street Lights along Centennial Drive

