



## Public Art Call

### Call for Artists

2025 Public Art Street Banners, Esquimalt, BC

Submission Deadline: April 28, 2025 at 4:00 pm

Project Budget: \$8,000\*

(budget includes artist fees, design, insurance)

### Public Art Opportunity in Esquimalt

We are excited to invite artists to participate in a new street banner initiative designed to enhance the look and feel of our community. This project aims to celebrate the rich culture of Esquimalt and highlight the vibrant spirit of our neighbourhood. The project will feature a series of captivating banners strategically placed at key entry points to Esquimalt Gorge Park. We are seeking designs that not only beautify our streetscapes but also reflect the diverse cultural context and sense of belonging in Esquimalt. Join us in this exciting opportunity to contribute to Esquimalt's visual identity and celebrate the unique character of our community.

### Opportunity:

The Township of Esquimalt welcomes Indigenous artists and artist collectives to participate in a special opportunity to enhance the beauty of our community.

We are seeking vibrant, culturally meaningful designs for one (1) sets of annual street banners that will be prominently displayed throughout the entry into the Esquimalt Gorge Park.

The Esquimalt Gorge Park has a rich history that we wish to honour and commemorate. Learn more about the indigenous and Japanese history here:

<https://www.esquimalt.ca/parks-recreation/parks/descriptions-locations#gorge>

This initiative aims to enhance awareness in our community surrounding inclusion, diversity, and equity. By showcasing your creative work on township banners, you will help create a welcoming and vibrant atmosphere that celebrates heritage, fosters a sense of belonging, and builds a stronger, well-connected community.

## Project Details:

**Location:** This initiative will feature a series of artist-designed banners displayed on streetlight poles along the entry into Esquimalt Gorge Park.





### Theme: "Reflecting Our Heritage and Landscape"

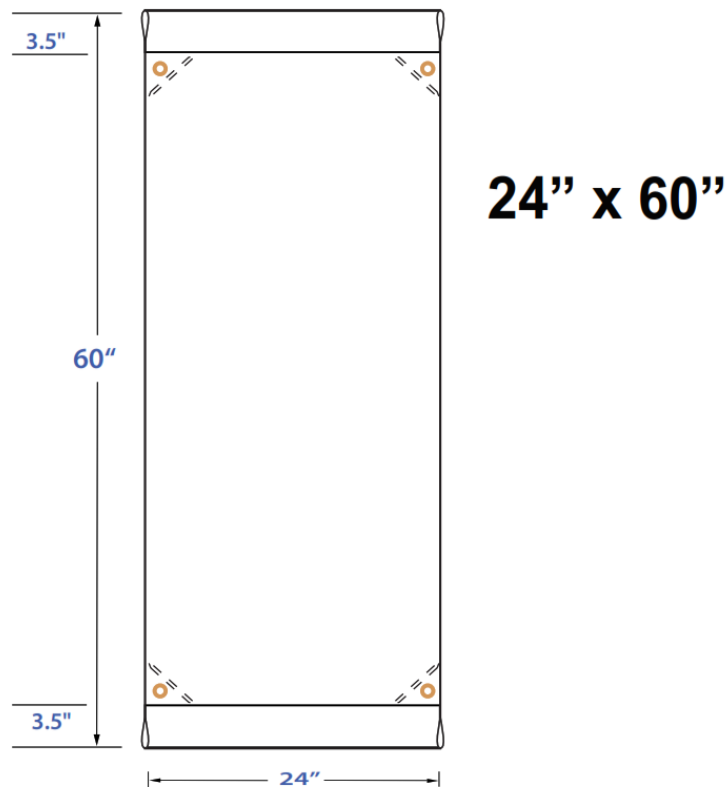
We invite artists to explore and interpret one or more of the following themes in their designs:

- **Ləkʷəŋən People:** Designs that honor and represent the history and contributions of the Songhees Nation and Esquimalt Nation.
- **Natural Landscape, Flora, and Fauna:** Imagery that celebrates the unique natural beauty, flora, and fauna found in Esquimalt.
- **Community Diversity:** Artwork that reflects the vibrant diversity of our community, celebrating a range of cultures, ages, and genders.

Artists are encouraged to submit proposals that address one or more of these themes and provide details on how their work aligns with these concepts. This project aims to beautify and brighten our streetscapes while celebrating the rich heritage and natural beauty of our community.

**Size:** The dimensions of the street banner is 24" x 60" with 3.5 open flat sleeve, reinforced with vinyl at top & bottom and 4 reinforced grommets. Please see below examples of sizing options available.

Double sided same image on both sides of the banner



**Compensation:** The chosen artist or team will be contracted for this service. There will be structured payment on approved dates and milestones.

**Timeline:** The municipality reserves the right to modify the timeline schedule based on operational and weather conditions. The project timeline is as follows:

- **Submission Deadline:** April 28, 2025 at 4:00 pm
- **Artist Selection:** May 2, 2025
- **Installation:** Summer 2025

### Submission Guidelines:

Artists must submit the following materials for consideration:

- **Contact Details:** Name, address, email and phone number
- **Cover Letter and Resume**
- **Letter of Intent:** Outline your approach to this project and initial concept ideas (1 page max.)

- **Proposed design:** Submit 3 designs with descriptions and digital renderings.
- **Portfolio:** Include up to 5 images of relevant work from the last three years, with title, medium, dates, and dimensions.
- **Bio and Artist Statement:** A brief introduction to who you are, your practice, and your connection to the vibrant culture in the Esquimalt.
- **Template Submission:** Provide a scaled artwork on an 8 ½ x 11 template in PDF format. Include a brief write-up (1 page max.) explaining the artwork and its relevance to this call.
- **Package:** Combine all items into a single PDF document (10mb max)

Please e-mail Steph Reid, Recreation Coordinator completed proposal at [steph.reid@esquimalt.ca](mailto:steph.reid@esquimalt.ca) by April 28, 2025 at 4:00 pm.

## General Design Guidelines:

### Design Guidelines for Street Banners

- **Visual Appeal and Community Enhancement:** Your design should be visually striking and enhance the neighbourhood. Aim for originality and ensure that the artwork respects copyright and cultural rights. Consider the existing public art, urban design elements, and the local community context to create a design that complements the area.
- **Impartiality and Inclusivity:** Ensure that your design is free from racial, religious, gender, and political biases. Adhere to the principles of the Human Rights Act and strive for inclusivity and respect in your artwork.
- **Non-Commercial Content:** The banners should not be used for commercial advertising, public information, or solicitation. Focus on artistic and community-oriented content rather than promotional messages.
- **Avoid Specific Branding:** Do not include logos, organizational brands, or specific identities in your design. The artwork should be original and free from commercial or organizational affiliations.
- **Respect Community Context:** Your design should align with the broader community context, reflecting historical and socio-cultural aspects of the area. This will help ensure the artwork resonates with and respects the local community.  
The content must be appropriate for all audiences, including children. Avoid any depiction of alcohol, drugs, tobacco, violence, or other sensitive subjects.
- **Design Tips:**
  - **Dual-Sided Visibility:** Since the banners are visible from both sides, avoid using text. Design elements should work well on both sides.



- **Dimension Awareness:** Keep in mind the long, narrow dimensions of the banner to ensure your design translates effectively. The message must be easy to absorb at a single glance.
- **Sleeve Pocket Consideration:** Do not extend design elements into the top and bottom 3.5" sleeve pockets; these should be a solid color.
- **Simplicity and Scale:** Use large, simple designs with 2-3 main subjects and outlines to enhance visibility. The banners will appear smaller on lamp posts, so bold designs work best.
- **Effective Colour Use:** Bright and bold saturated colours are most effective outdoors. Use large blocks of colour and black or white outlines for clear visibility from a distance. Avoid placing similar colors side by side to maintain contrast.
  1. Fewer colours per design are preferred.
  2. Most designs can be represented in two to three colours.
  3. Limit the use yellows and oranges; no pastels since they fade quickly.

## Evaluation Criteria:

All applications will be evaluated on the following assessment criteria:

### Experience of Artist/Artist Team (20%)

- Artist has previous experience developing street banners. Technical expertise and experience with varying scale, complexity and materials will be considered.
- Portfolio of previous work.
- Artist has previous experience coordinating or participating in a community-based art projects. Experience incorporating input/direction from a team.

### Relevance of Design Concept (25%)

- Appropriateness for the public realm.
- Connection and relevance to place.

### Artistic Merit of Design Concept (30%)

- Artwork that is strong in concept and executions. Creative vision and visual storytelling that reflect and fulfill the purpose of the proposal.
- Clear description and sketch of design idea, including how it meets the projects objectives.

### Budget (25%)

- Proposed detailed budget for the project, inclusive of all costs relating to

the artist's fees, materials, studio, or workspace overhead, travel expenses, complete installation, and insurance coverage.

## Selection Process:

Applicants will be chosen by a selection panel which is comprised of committee members of the Creative Placemaking Volunteer Group and Township staff. The Selection Panel is facilitated by Township staff, and the final decision is that of the Selection Panel. The Selection Panel reserves the right to select no applications.

## Administrative Notes:

- The Township respects the intellectual property rights of the artist.
- The artist will retain ownership rights over the image.
- The artist will grant the Township a license to use their final design to fabricate and exhibit the image as well as for promotion and documentation purposes.
- The Township reserves the right to not implement the project should circumstances change.
- The Township will cover the costs for the fabrication, delivery, and installation of the street banners.

## Site/Technical Notes:

- The designs should be appropriate for viewing from a distance and short durations from a moving vehicle.

## About Us

The Township of Esquimalt recognizes Public Art as an asset that enhances quality of life for its citizens, strengthens community pride, improves the aesthetic of the public environment, and contributes to the Township's cultural aspirations, social well-being and economic vitality. Through Public Art we celebrate our culture and heritage, reflect our diversity, express shared values, and define our unique identity.

**Note:** All street banner designs are subject to approval by the relevant Township departments and collaborative efforts of local groups.

For inquiries and detailed guidelines, please contact Steph Reid at [steph.reid@esquimalt.ca](mailto:steph.reid@esquimalt.ca). We look forward to receiving your creative proposals and to witnessing the transformation of our community through art!