



Request for Proposals – Mural at 2036 Weston Rd

The Weston Village BIA invites artist/s or artist groups to submit proposals for a public space mural. Interested parties are invited to apply until 5:00 pm EST on Friday July 15, 2022.

Timeline for completion: October 15, 2022

About Us:

The Weston Village BIA, established in 1979, is one of the oldest BIA's in Toronto. Situated in the north-west end of Toronto minutes from both the 401 & 400 highways, it is next to the Humber River with its extensive bike trail and walking paths. The business area reflects the cultural diversity of the surrounding community and consists of an eclectic mix of over 250 stores, services and professional offices.

As an area in transition and redevelopment, the BIA had recently established a Masterplan with new branding initiatives in mind. As we look towards the future of a new Weston, we are seeking opportunities to install new public art that represents the community

Mural Theme

“Home of the Bicycle – Then and Now”

The theme of the mural shall be a colourful celebration of the love and history of cycling in and around our BIA. Weston is often referred to the “Home of the Bicycle”, due to it being the location of the first CCM factory in Canada, built in 1917 and operating here for 65 years. The mural shall pay homage to this historical fact while also depicting the nearby Humber River Trail just a short distance from our main street, which is a beautiful spot to cycle for all ages and abilities.

Location

2036 Weston Rd



Mural area in blue, approx. 1000 sqft



Artist Requirements:

- Deliver the mural within the agreed upon budget and timeline
- Participate in community engagement as needed (including press and social media)
- Maintain the quality and integrity of the mural for five years (BIA will be responsible for graffiti removal)
- Apply 'anti-graffiti' coating on mural once complete
- Communicate with the BIA throughout the project
- Keep the work site clean during work periods
- Personal and workplace safety insurance (if needed)
- Supply the necessary materials for the project
- Accommodate City of Toronto and Weston Village BIA logos on mural, in an approved location
- Confirm consent to allow The City of Toronto and Weston Village BIA to photograph during the project and to use photos on social media and promotional material

This project is funded in part by the 2022 City of Toronto Outdoor Mural and Street Art Grant and the Weston Village BIA. We are also partners with STEPS public art.

TO APPLY:

https://docs.google.com/forms/d/e/1FAIpQLSfqp3CLbpWvbvBo4bt0nNX3DCUN1npx7aNSHWc34uQkcNwYgw/viewform?usp=sf_link

Your preliminary application can be submitted via Google Form by 11:59 pm on 5:00 pm EST on Friday July 15, 2022. Artist/s will be chosen by a Selection Committee comprised of BIA business members, staff and local community stakeholders.

Artist/s will be selected based on the following criteria:

- Experience painting outdoor murals
- Portfolio or examples of artwork
- Artist/s connection to the local community (if applicable)

Key Dates:

Deadline to Apply: 5:00 pm EST on Friday July 15, 2022

Final Selection: 5:00 pm EST on July 30, 2022.

Instillation of Mural: August- October 2022