

Request for Design Submissions
King Street Pilot Study: Concrete Barrier Wrap Design

The City of Toronto is undertaking a King Street Pilot Study to explore bold, transformative ideas on how to redesign King Street to test a range of options to improve streetcar transit reliability, capacity and efficiency.

There are several logistical elements involved in temporarily redesigning the roadway including the installation of 20 concrete barriers at key intersections to delineate the streetcar stops.

To help animate and beautify the area, the City of Toronto is seeking submissions from digital, visual and graphic artists to create designs that will be digitally reproduced on two-dimensional vinyl wraps and installed on the barriers for the duration of the pilot project. Successful proposals will be innovative in design, foster community pride, counteract potential graffiti vandalism and contribute to a sense of identity.

This art call is being managed by **StreetARToronto (StART)**, part of the Public Realm Section of the City of Toronto's Transportation Services Division.

Background and Guiding Themes

The central thematic direction for the design submissions relates to the goals of the King Street Pilot:

- Move People More efficiently
- Improve Place-Making
- Support Economic Prosperity

Three designs will be chosen and should reflect on and celebrate the unique character of the 3 neighbourhoods that the King Street Pilot Study encompasses:

Area 1: Bathurst Street to Simcoe Street (Design repeats on 8 barriers) – <http://torontoed.com/>

Area 2: Simcoe Street to Yonge Street (Design repeats on 6 barriers) – <http://torontofinancialdistrict.com>

Area 3: Yonge Street to Jarvis Street (Design repeats on 6 barriers) – <http://stlawrencemarketbia.ca>

King Street is the busiest surface transit route in the entire City, carrying more than 65,000 rides on a typical weekday. It is an important Downtown east-west spine, connecting many neighbourhoods with the largest concentration of jobs in the City, Region and entire Country. The King Street corridor will continue to see significant population and employment growth in the coming decades. More information about the King Street Pilot Study can be found here:

<https://www1.toronto.ca/wps/portal/contentonly?vgnextoid=4f149ca0cc3f8510VgnVCM10000071d60f89RCRD>

Application and Design Criteria

- Artist applicants must reside in the City of Toronto.
- Artist applicants must be at least 18 years old.
- City of Toronto employees are not eligible to apply.
- Use the template provided below to propose design concept(s). Design proposals must include all visible sides of the concrete barrier.
- Designs must be conducive to digital reproduction on a two-dimensional vinyl wrap.
- Designs must not contain:
 - Any representations of traffic lights, signs, or signals;
 - Advertisement or promotion for any business, product or viewpoint;
 - Vulgar, profane, offensive or insensitive images or writing;
 - Any breach of intellectual property, trademarks, brands or images of illegal activity; and
 - Words or messages.
- For operational reasons, the barriers/wraps may be subject to the installation of signs, hardware and any other necessary alterations, as required.
- The City of Toronto and TTC logos may be added to the barriers.
- Submissions may be provided in .pdf or .jpeg format, but winning designs will need to be provided in a file format compatible with the vendor that will be providing the concrete wraps (i.e. TIFF, PSD, EPS files or other file types as requested, with a minimum resolution of 300 dpi).

How to Apply

In order to apply to the King Street Pilot Study: Concrete Barrier Wrap Design submission call, you must submit the following materials in electronic format only:

1. Artist's full name and contact details (telephone, address and email).
2. Completed template with Design Proposal(s) – maximum of 3.
3. A current artist CV or resume (maximum 1 page), highlighting your qualifications.
4. Three (3) images of your past work, labelled with the date, title, and medium (please attach images to your CV, do not submit them as separate picture files).
5. Design Description – briefly explain how your design celebrates the unique character of either the individual King Street neighbourhood your artwork is focussed on (as described above) or how it reflects the appeal of the corridor as a whole (maximum 200 words per design; maximum of 3 designs).

Artists responding to this competition must provide a completed application form and all attachments requested. The deadline for applications is **10:00 a.m. on Thursday October 19, 2017**.

Artists may submit up to a maximum of three (3) design proposals (each on the template provided), accompanied with a statement for each design.

Please do not send any materials that are not specifically requested (i.e. transparencies, DVDs, videos, articles, etc.). If such materials are sent, they will not be reviewed. Submissions will not be returned.



PLEASE EMAIL SUBMISSIONS IN ONE COMPILED DOCUMENT TO graffiti@toronto.ca.

NOTE: The City of Toronto assumes no responsibility for lost or damaged submissions and application contents will not be returned. The City reserves the right to discontinue this call at any time.

Artist Selection

Artist submissions must be received by **10:00 a.m. on Thursday October 19, 2017**. Submissions will not be accepted past the deadline.

Applications will be initially reviewed by an internal staff Selection Committee. A shortlist of successful designs will be provided to a committee of local Business Improvement Area members who will select the design that will be installed on concrete barriers located within their geographic area. Both committees will evaluate applications on the following criteria:

- Artistic merit of the proposed design;
- The proposed design's appropriateness to the King Street Pilot Study, specifically the relationship to the context of the geographic area the design relates to;
- The ability of the design to foster a sense of neighbourhood and community pride; and
- Quality of the applicant's past work and qualifications.

Artist Fee

StreetARToronto will provide a \$1,000 honorarium for each approved design and licensing rights that will enable the City to reproduce the final design on multiple concrete barriers. The City of Toronto will be responsible for printing and installation.

Ownership and Disclosure of Proposal Documentation

The documentation comprising and Proposal submitted in response to this Call for Submissions, along with all correspondence, documentation and information provided to the City of Toronto by any Applicant in connection with, or arising out of this Call for Submissions, once received by the City:

1. shall become the property of the City of Toronto and may be appended to the Agreement and/or Purchase Order with the successful Applicant.
2. shall become subject to the Municipal Freedom of Information and Protection of Privacy Act ("MFIPPA"), and may be released, pursuant to that Act.

Because of MFIPPA, prospective Applicants are advised to identify in their Proposal material any scientific, technical, commercial, proprietary, or similar confidential information, the disclosure of which could cause them injury.

Each Applicant's name, at a minimum, shall be made public. Proposals will be made available to members of City Council provide that their requests have been made in accordance with the City's procedure, and may be released to members of the public pursuant to MFIPPA.

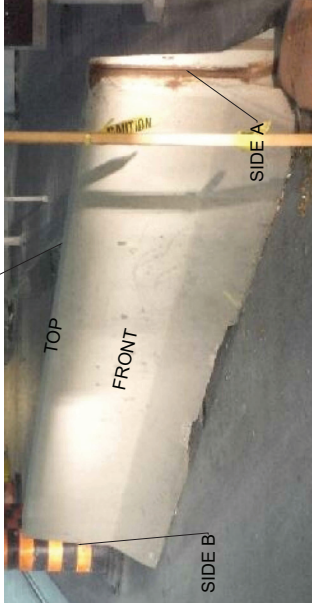
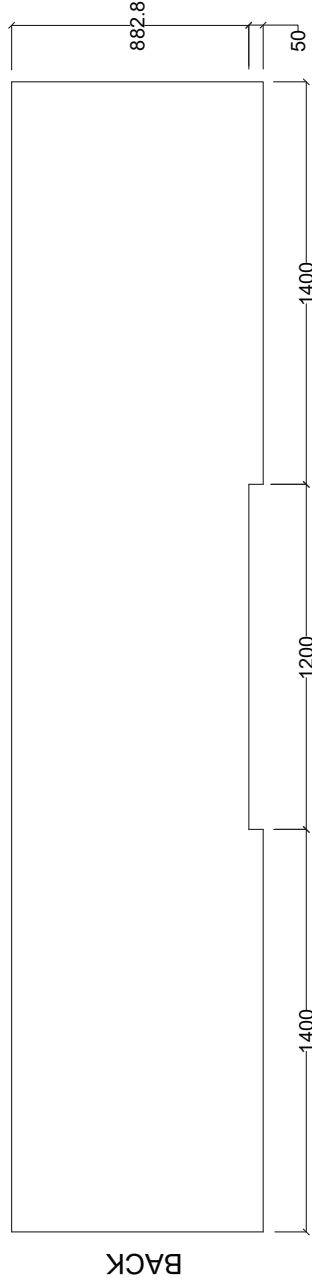
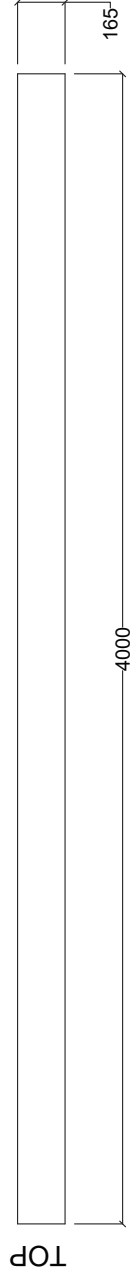
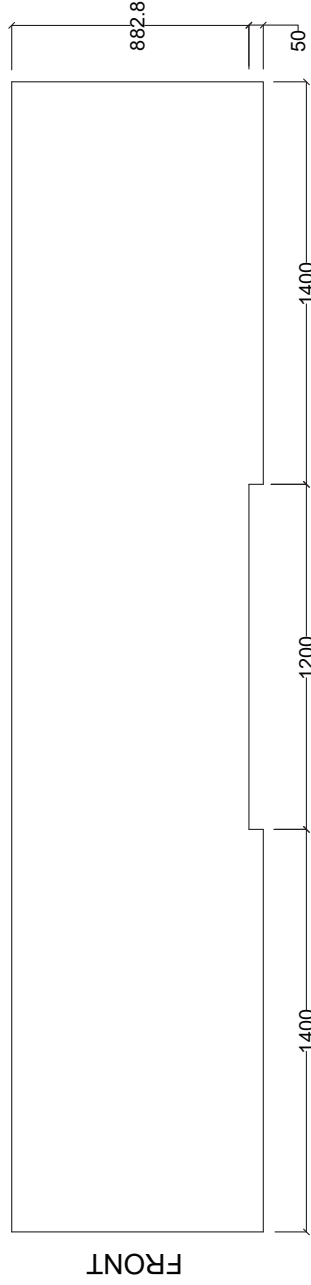


Contact

For more information, please email us at graffiti@toronto.ca or contact:
Jodi Callan, Project Manager: 416-338-2951

StreetARToronto (StART) is an innovative, public-private partnership designed to develop, support, promote and increase awareness of street art and its role in adding beauty and character to neighborhoods throughout the city. **StART** is an integral part of the City's Graffiti Management Plan.

TEMPLATE: CONCRETE BARRIER DIMENSIONS



SCALE



All dimensions in mm