

Call to Artists – Request for Proposals (RFP)

Lest We Forget Remembrance Crosswalks

Deadline: **February 24, 2025 at 4:00 pm EST.**



Photo of the Lest We Forget Crosswalk, located in Town of Lincoln, ON.

Artist Opportunity

The City of Pickering invites artists to respond to this Call to Artists – Request for Proposals by submitting digital artwork proposals for two (2) unique crosswalk locations using the theme “Lest We Forget” that will honour our Veterans.

The chosen “Lest We Forget” crosswalk artist designs will be displayed on a roadway near Esplanade Park in our City Centre, with a second crosswalk to be installed in Claremont adjacent to the local Royal Canadian Legion Branch. This call is open to digital artists, teams, and collectives, with preference given to local artists. The final application of the design onto the road surfaces will be completed by a separate City Contractor.

One (1) artist will be selected to carry out the final design of both unique crosswalk locations. The selected artist may also be required to attend a community consultation to refine their initial submission. This consultation will include representatives from the Royal Canadian Legion #606, and Royal Canadian Legion #483, as well as City staff. The final designs may also require modification

to accommodate installation onto road surface using templates/stencils manufactured by the contractor. **One (1) artist selected will be awarded \$4,000 plus HST for submission of two unique designs.**

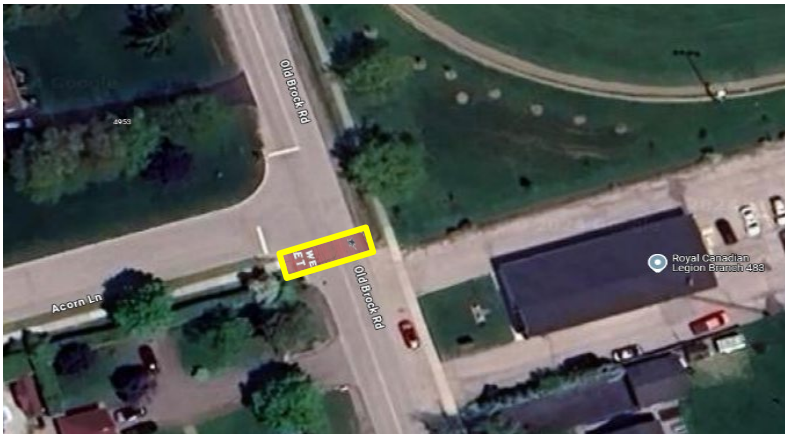
As defined by the City of Pickering Public Art Policy (CUL 130), an artist is the designer/creator of an artistic work, which may include, but is not limited to, a professional artist, graphic designer, collaborative team, architect, or landscape designer.

A jury of arts professionals, Cultural Advisory Committee members, City staff, and Royal Canadian Legion representatives will review the submissions.

Site Context

The City of Pickering resides on land within the Treaty and traditional territory of the Mississaugas of Scugog Island First Nation and Williams Treaties signatories of the Mississauga and Chippewa Nations.

One design (Claremont) will be displayed in the hamlet of Claremont, on Old Brock Road and Acorn Lane (south leg of intersection). The second design (City Centre) will be displayed near Esplanade Park at the intersection of Esplanade South and Valley Farm Road (north leg of intersection).



Crosswalk in Claremont will be placed near the Legion #483 Hall at the intersection of Old Brock Road and Acorn Lane (south leg of the intersection)



Crosswalk in City Centre will be placed near Esplanade South at Valley Farm Road intersection (north leg across Valley Farm Road)



Photo of Town of Amherst “Lest We Forget Crosswalk” design by local artist Daren White.

Project Brief

The City of Pickering’s Cultural Strategic Plan (2014) outlines the City’s commitment to collaborate with the community to celebrate our cultural diversity, heritage and the arts; to sustain our natural environment; to foster a creative economy; and to strengthen our vibrant neighbourhoods.

These temporary public art pieces will be another way residents can reflect, honour and remember our fallen soldiers on Remembrance Day, and all year long. Artists are encouraged to capture the spirit of Remembrance Day and honoring veterans in both designs. Members of the Royal Canadian Legion will be part of the selection process.

The City of Pickering will be seeking to purchase the work and assume full ownership. The successful work will act as a marker and further commemorate our fallen soldiers throughout the year.

Budget

The final artist will be paid **\$4,000 CAD plus HST (maximum)*** for two unique digital artwork files. This is the total amount available for the creation of the two digital artworks. The budget above is for the artist fee and includes up to 2 rounds of revisions, travel to meetings and the site, community consultation, and all applicable taxes. The City of Pickering is responsible for the final installation of the artwork onto the road surface.

The selected artist will enter into a written agreement with the City of Pickering following the approval of the acquisition of the public art. This agreement will address the artist's obligations, which include, but are not limited to:

- Timeline
- Copyright, Intellectual Property and Moral Rights

Anticipated Schedule

It is expected that the commissioned artist(s) will comply with the project's general timeline dates, as stated below:

Date*	Project Phase
February 3, 2025	Issue RFP
February 24, 2025	Submissions Due
March 7, 2025	Selected Artist Notified
March/April 2025	Design Review and Revisions
May/June 2025	Final Design and Project Endorsements
September/October 2025	Artwork Installation by City
October 2025	Artwork Unveiling

*Schedule is subject to change

Technical Specifications

Design Considerations

1. This call is primarily targeting new site-specific work suitable for display outdoor all-seasons.
2. Both designs should be inspired by and include “Lest We Forget” text and image(s) of Remembrance that are simplified vector linear artwork. Each site has additional design elements brought forward by the individual Legion Branches to consider in your proposal, but not limited to:
 - City Centre: White background with multiple soldiers, including female soldiers and/or nurse figures, white background.
 - Claremont: Clean and simple design using a red background, white text and minimal, but impactful image(s).
3. The Dominion Command of The Royal Canadian Legion has registered the trademark of the Poppy image to safeguard the Poppy insignia as a symbol of Remembrance. As such, image(s) of the poppy cannot be used in the designs.
4. Crosswalk dimensions – approximately 3.3 meters tall x 12.8 meters wide. Proposed Designs should be within or near this scale.
5. White or Yellow boarder across top and bottom – 10 cm is the standard for crosswalks.
6. The work is to be inclusive, engaging and create a feeling of remembrance and honoring our fallen soldiers.
7. Final Digital Artwork will be professionally reproduced onto preformed thermoplastics and installed onto road surface by a City of Pickering Contractor.
8. The City of Pickering will own the rights to the two final crosswalk designs provided by the artist.
9. The City of Pickering may choose to display images of the digital artwork for marketing and promotion purposes.
10. High resolution PDF, Adobe Illustrator .ai files, or .eps files are required for production.

Selection Process

A public art jury comprised of practicing arts professionals, Cultural Advisory Committee Members, City staff and Royal Canadian Legion representatives will be established for the evaluation of the proposals. This is a one-stage competition. **One (1) artist will be awarded the commission for the two unique designs.**

The Jury will recommend one (1) artist or artistic team for the award of the commission based on the following criteria:

1. Artistic merit, including quality of work, originality, and artistic excellence in the field of outdoor temporary/permanent art.
2. Adherence to location and expressed desire in this project.
3. Artist's demonstrated ability and proposal feasibility to meet the artwork goals and technical requirements, within the set timeline and budget.

The City of Pickering reserves the right to select and retain the artist deemed most appropriate for the project at its sole discretion.

Submission Requirements

Artists are invited to respond to this RFP Call by submitting a single pdf document (max size 20 MB) including:

- Artist statement: describe your interest in this project and share your experience in the field. You can submit a written document (1-page max).
- Concepts of the two unique crosswalk designs based on the Design Considerations mentioned in this call. These should be rough sketches of the designs you plan to submit should awarded the opportunity.
- Portfolio of past work: Examples of relevant work. You may include multiple images per project on 1 page of a maximum to 10 projects (10-pages). Add title, year, scope, budget and a short description.
- References: A list of at least two professional references familiar with your work and working methods. The list must include name, title, complete e-mail addresses and telephone numbers.

Submissions must be sent to jstamant@pickering.ca with subject line: Call to Lest We Forget Remembrance Crosswalks - (Artist Preferred Name)

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Accessibility

The City will provide accommodation throughout the selection process to applicants with disabilities. Please notify Jesse St. Amant, Coordinator, Cultural Services at 905.420.4660 ext.3607 or jstamant@pickering.ca of the nature of any accommodation(s) that you may require in respect of any materials or processes used to ensure your equal participation.

Reserved Rights of the City of Pickering

The City of Pickering, at its sole discretion, may request clarification or request additional information, as deemed necessary to evaluate the submissions. The City retains the sole discretion to determine whether a submission is responsive and if the prospective Artist or Artist Team can perform the Work. The City reserves the right, at its sole discretion, to determine the number of pre-qualified Artists or Artist Teams. The City reserves the right to not proceed with awarding a contract.

Publication of Information

The City of Pickering shall have the exclusive rights to issue all public announcements regarding the competition.

Additional Information

For any additional information or questions please contact: Jesse St. Amant, Coordinator, Cultural Services at 905.420.4660 ext. 3607 or jstamant@pickering.ca.