

Call to Artists – Expression of Interest (EOI)

Community Banner Series

Deadline: May 30, 2025, at 4 pm EDT.



Photo of Community Banner located along Esplanade North in Pickering.

Artist Opportunity

The City of Pickering invites artists to respond to the Call for Artists to create a series of seven (7) street banners digitally, to be fabricated and installed by the City onto seven (7) City street light poles. This call is open to individual artists (emerging to established), artist teams or collectives.

As per the Public Art Policy (CUL 130) an artist is defined as the designer/creator of an artistic work and can include, but is not limited to, a professional artist, graphic designer, collaborative team, architect, or landscape designer.

The Community Banner Series call for expression of interest (EOI) seeks artists to propose street banner designs that will animate and transform the street scape into welcoming and engaging spaces. Artwork is to be created digitally and will be recreated onto vinyl street banners. The artwork will be located within the City of Pickering.

The fabrication of the vinyl banners required for the project, and installation will be the responsibility of the City of Pickering. The City will also be responsible for site prep and permits. The costs of all other materials required will be the artists' responsibility. Designs, artwork, and plans are subject to final approval by the City as per the Community Banner Policy (CUL 140).

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 neighborhoods.

The Community Banner Series will build on the success of the original Community Banner Program that has received and archived artwork from a range of artists and artistic practices since 2018. Each year, these banners have contributed to colorful, vibrant, and City proud civic spaces in the City Centre. Banner artwork is intended, but not limited to; engage Pickering's diverse local communities, celebrate the city's natural, social and built environment, be aesthetically pleasing, bring colour, beauty, pride and enjoyment to city streets, and gateways, and/or encourage community engagement.

Banners will be installed in series on city light poles at various locations including but not limited to Kingston Road, Valley Farm Road, and Pickering Parkway. Light poles have single-armed hardware. Artists should be aware that the artwork may be subject to damage by the elements. Banners will be on display for approximately two (2) years. The Community Banner Series schedule, duration and location of the banner series installation is subject to change at the discretion of the City of Pickering.

In recognition of the environmental effects of excessive plastic production, this project will include an opportunity to repurpose, refurbish and reuse retired banners for future displays, promotions, or re-created into new temporary public art piece, or re-usable options.

Selection Process

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Community Services Staff and the Public Art Jury will review EOI submissions and identify a short-list (Stage 1) based on artistic excellence and demonstrated or perceived ability to create and execute an innovative, engaging public artwork banner that is complementary to the overall design scheme and community context.

Decisions of the Public Art Jury are reviewed by the Cultural Advisory Committee and are final, pending approval of the Director, Community Services as per the Community Banner Policy CUL 140.

Budget

Stage 1: Short-listed artists will be paid a fee of **\$1,500.00 (+HST)** for their submission of the conceptual design proposal. Short-listed artists will be provided a Terms of Reference with additional information about the project and may be required to attend a virtual public consultation and present their proposals.

Stage 2: The budget for the final selected artists designs for the creation of seven banners, including artist fees is **\$2,750 (+HST)**. A total of three artists banner series will be selected from the short-listed artists for Stage 2.

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
April 25, 2025	Issue Call to Artists: EOI
May 30, 2025	Call to Artists: EOI Submissions Due
Week of June 16, 2025	Stage 1: Shortlisted Artists Notified
Week of August 11, 2025	Shortlisted Artists Conceptual Design Deadline
Week of September 15, 2025	Stage 2: Final Selection Artists Notified
Week of October 6, 2025	Selected Artists Final Design Deadline
November/December 2025	Banner Fabrication and Installation

*Schedule is subject to change

Submission Requirements

Artists are invited to respond to this EOI 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).
- **CV/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:

<YourLastName>_EOI:CommunityBanner2025

Deadline: May 30, 2025, at 4 pm EST.

If the submissions exceed 20 MB, artists should contact Jesse St. Amant, Coordinator, Cultural Services who will provide a link to an external file share program. **Incomplete submissions or submissions received after the deadline will not be juried.**

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 is capable of performing the Work. The City reserves the right, at its sole discretion, to determine the number of pre-qualified Artists or Artist Teams. The City reserve 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.