

Call to Artists – Placemaking Opportunity – Expression of Interest (EOI)

Digital Artwork Display

Deadline: May 30, 2025 at 4 pm EDT.



Digital Display by Artist Matthew James Catalano – Images of the Artist at work at the Chestnut Hill Developments Recreation Complex.

Placemaking Opportunity

The City of Pickering invites artists or artist teams to apply to provide a digital art display at the Chestnut Hill Developments Recreation Complex (CHDRC), utilizing one or a combination of the following themes:

- Welcoming, Safe and Healthy Communities
- Connection and Innovation
- Environmental Stewardship and Resiliency
- Sport and Recreation

This temporary placemaking opportunity will aim to create a sense of joy and excitement for residents and visitors to the CHDRC. This activation will be displayed utilizing digital art re-produced, printed and mounted into preexisting frames. One artist/team will be selected by the City of Pickering to create the digital artwork which will then be submitted for production and installation by the City. Pre-existing digital work that meets the criteria of this opportunity will be considered.

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

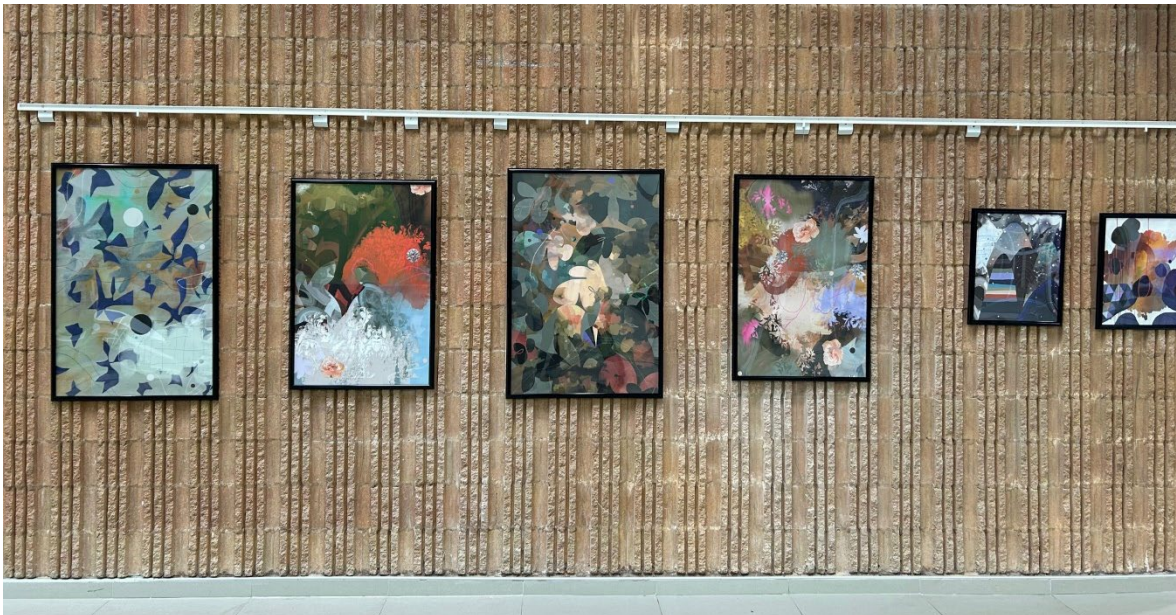
designer.

A Placemaking Selection Committee comprised of City staff will be established for this single-stage competition.

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.

This placemaking opportunity will be located on the main floor of the Chestnut Hill Developments Recreation Complex (1867 Valley Farm Rd, Pickering, ON L1V 6K7) utilizing the display rack and preexisting frames located within the facilities lobby.



Digital Display by Artist Matthew James Catalano – Images of the Artist at work at the Chestnut Hill Developments Recreation Complex.

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 digital art placemaking pieces are intended to be created by a digital artist(s). The City of Pickering will commission one artist/teams for the creation of 12-15 digital works. The size and exact number of display frames used will be determined between the City and the selected artist/teams. The created work will create a sense of joy and excitement for residents and visitors. Original and/or pre-exciting work will be considered.

The City will coordinate production and installation of the 12-15 digital prints, utilizing their current inventory of display frames for the commission. The final designs provided by the selected artists will need to work with in these dimensions. Frames can be mounted vertically or horizontally to accommodate designs. The current inventory of display frames includes: Nine (9) 40" x 27", Eight (8) 36" x 24", Four (4) 20" x 16".

The display rail system in place is divided into three sections along two adjacent walls for a total of 60 feet of rail.

Budget

\$2,000.00 CAD including HST (maximum).* This is the total amount available for the commission of these placemaking digital artworks. All related expenses of this project including, but not limited to: artist fees, all applicable taxes, detailed renderings, equipment, travel to meetings and to the site, and an artist statement for completed work. After the final design is submitted, one round of revisions is included. The City of Pickering will have reproduction rights to the selected submissions for a period of two years.

*Subject to change based on final confirmation of number of digital works.

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
May 2, 2025	Issue Call to Artists: EOI
May 30, 2025	Call to Artists: EOI Submissions Deadline
Week of June 2, 2025	Selected Artists Notified & Final Design Production Begins
Week of July 7, 2025	Artists Design Submission Deadline
Week of July 14, 2025	Review and Revisions (if applicable)
Week of July 21, 2025	Digital Artwork Production – City
August to October 2025**	Planned Digital Artwork Installed – City

*Schedule is subject to change.

**Digital Artwork may be re-installed in 2026 should an opening in the display schedule become available.

Selection Process

A selection committee comprised of city staff will be established for the evaluation of the placemaking proposals. This is a one stage competition. **One artist/team will be awarded the commission.**

The selection committee will recommend artists or artistic team for the award of the available commission based on the following criteria:

1. Artistic merit, including quality of work, originality, and artistic excellence.
2. Adhesion to location and expressed desire in this project; and,
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 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).
- **Concepts, or images of pre-existing work** that fit this placemaking opportunity and project brief above.
- **CV/Portfolio** of past work including examples of relevant work. You may include multiple images, with a maximum to 15 (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: Digital Artwork Display - (Artist Preferred Name)

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

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. 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.