

MURAL JASPER 111 – Great West Life Realty Advisors Residential

OVERVIEW:

Great West Life Realty Advisors (GWLRA) is looking to engage an Artist to execute a large scale mural on the West face of the Jasper 111 building, situated at 11012 - Jasper Avenue NW. Edmonton, AB.

This proposal call is open to Canadian residents.

PARAMETERS FOR THE ARTWORK*

1. Value of \$55,800.00 for acquisition and placement of public art. Artist to include installation allowance at \$10,000.00 (safety training, licenses) All equipment rental will be done through the owner selected contractor. The remaining \$45,800.00 to cover artist fees and supplies, labour etc.
2. As per the Oliver Redevelopment Plan: Artworks shall be located:
 - a. On the west Façade of the principal building as a painted mural to the satisfaction of the Development Officer.
 - b. notwithstanding the above, if the minimum contribution of \$55,800.00 cannot be satisfied entirely through the acquisition and placement of public art of the west Façade of the principal building as a painted mural, art shall be located elsewhere on Site that is publicly visible from Jasper Avenue NW to the satisfaction of the Development Officer.

*As per the DC2 Agreement with the City of Edmonton.

3. The term 'Mural' as used included, but is not limited to, painted artwork. A panel system with anchors into the concrete substrate is also acceptable. (ie. Hardie Panel or Aluminum Composite Panels) Alternative proposals will also be considered.
4. There has been no provision made to supply lighting to the mural, at this time. This could be a recommendation. If you choose to include lighting in the design solution, break out the cost as a separate line items, excluding it from the original \$5,800 budget.
5. Installation of Mural July/August 2021.

PROPOSAL

1. Goal for the call:

Animating Jasper 111 precast concrete building is part of the overall goal of improving the Oliver neighbourhood through the Redevelopment Plan. The Owner is aware of budgetary limitations to completely animate the full 19 storey façade.

2. Mural themes

- Positive or neutral in content.
- Reflect GWLRA values – integrity, ambition, empathy, creativity.
- Provide subject matter that is relatable to the general public.
- Subject matter should consider location, local cultural and geographic context.
- Avoid historic references.

3. The concrete building substrate will be made ready to receive paint by the Owner. Costs for this work are excluded from the \$55,800.00 allotment.

Artwork will not be altered in any way without the express permission of the artist.

ELIGIBILITY:

- **Canadian resident**
- **Adult (18yrs and older)**
- **Examples of intact exterior mural(s) installed minimum 1 year ago or earlier.**

CRITERIA FOR JUDGEMENT:

Team: Crystall Glasrud, Clarence Cheung, Michele Caley, Puja Sujit, Todd Spencer, Darcy Foster, Ivan Au, Heather Thompson - No juror or employee of GWLRA, GWL, or Next Architecture, is eligible to submit work.

There will be one evaluation of submission materials, then up to 4 artists/artist teams will be shortlisted for an interview.

Criteria Used to Adjudicate :

- Demonstrated ability to carry out work of this scale.
- Overall impact of the proposed mural imagery.
- Ability to manage the project, timeline and budget.
- Quality of past work.
- Ability to work closely with clients and multiple stakeholders.

Submission to include:

- A concept sketch, drawing or design, overlaid on West Building Elevation.
- Write up/explanation of submitted artwork or design.
- Cost overview - what is possible with the allotted fee.
- Examples of past bodies of work. (can include website/social media)
- Building substrate requirements.
- Cost breakdown – see attached form.

Submission Format:

- Contact Information
- A sketch, comprehensive drawing or art submission/design - high resolution scans or photographs of paintings or other hand-rendered artwork are eligible. Format can be PDF, jpeg, doc or link.
- Reasoning/explanation of the work submitted
- Bio
- Examples of past bodies of work. (can include website/social media) Refer to appendix for format.



DEADLINE:

Request for information (RFI) – deadline Friday November 27th . Please direct inquiries to heather.thompson@nextarchitecture.ca Response from GWLRA team November 30th. All participants will be notified via email.

The submission deadline is Monday, December 7th, 2020 at 2:00pm . Please submit your entry to heather.thompson@nextarchitecture.ca

No exceptions will be made for late entries. Tenders/proposals are to be valid for 60 days, from submission deadline.

GWLRA will inform all entrants of their acceptance or rejection to the interview process via email by/before December 18th, 2020.

Agreements will be made with the artist, prior to the beginning of work (Graphic Artists Guild contracts or the equivalent may be used). The agreements cover the nature of the artwork required, deadlines, credit line and copyright ownership for the artist, and the amount of the award.

CONTRACT + AGREEMENT + OWNERSHIP

Once the Artist is selected, GWLRA Agreement will be provided prior to commencement of work. The agreement covers the nature of the artwork required, deadlines, credit line and copyright ownership for the artist, and payment. Any artist's work that is late, or not in the form required may be disqualified and the contract terminated. All rights to disqualified artwork will remain with the artist.

The selected Artist will produce completed art according to the specifications listed in the call for entry. Artwork will not be altered in any way without the express permission of the artist. Due to the nature of the installed work (painted mural) Building owner agrees to consult with the artist prior to repairing damages from weather and/or graffiti should they occur.

All rights, title, and interest in and to the mural, and all elements thereof is and shall be exclusively owned by GWLRA for use in any manner or media, worldwide, in perpetuity. The Artist's service shall be considered "work made for hire" and/or a "work made in the course of employment" as those terms are understood pursuant to Canadian copyright law. GWLRA shall fully credit all services provided by the Artist for the Project. GWLRA may grant a license to the Artist to use the project and any related ideas and materials upon agreement of both parties. (*Examples; prints, t-shirt designs, art replications, etc.*)

Guidelines are based on Graphic Artists Guild "[Suggested Guidelines for Art Competitions and Contests](#)".

Thank you for your submission!



APPENDIX A

COST BREAKDOWN

Supplies:

Installation Equipment: \$10,000.00

Contingency:

Insurance:

Hourly Rate(s):

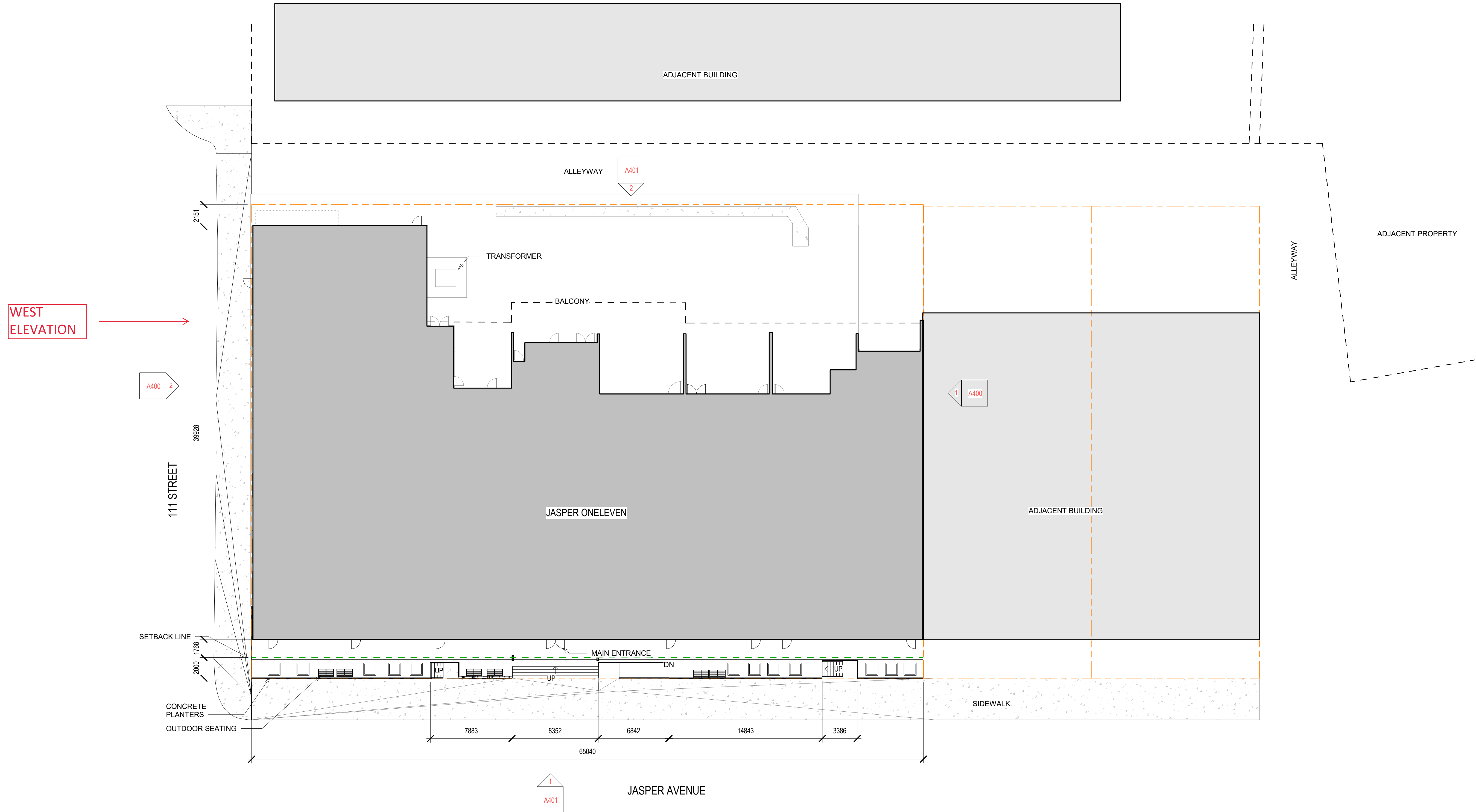
APPROVED BUDGET: 55,800	
Supplies	
Installation equipment	
Insurance	
Hourly Rate	

GST is excluded from 55,800 fixed budget

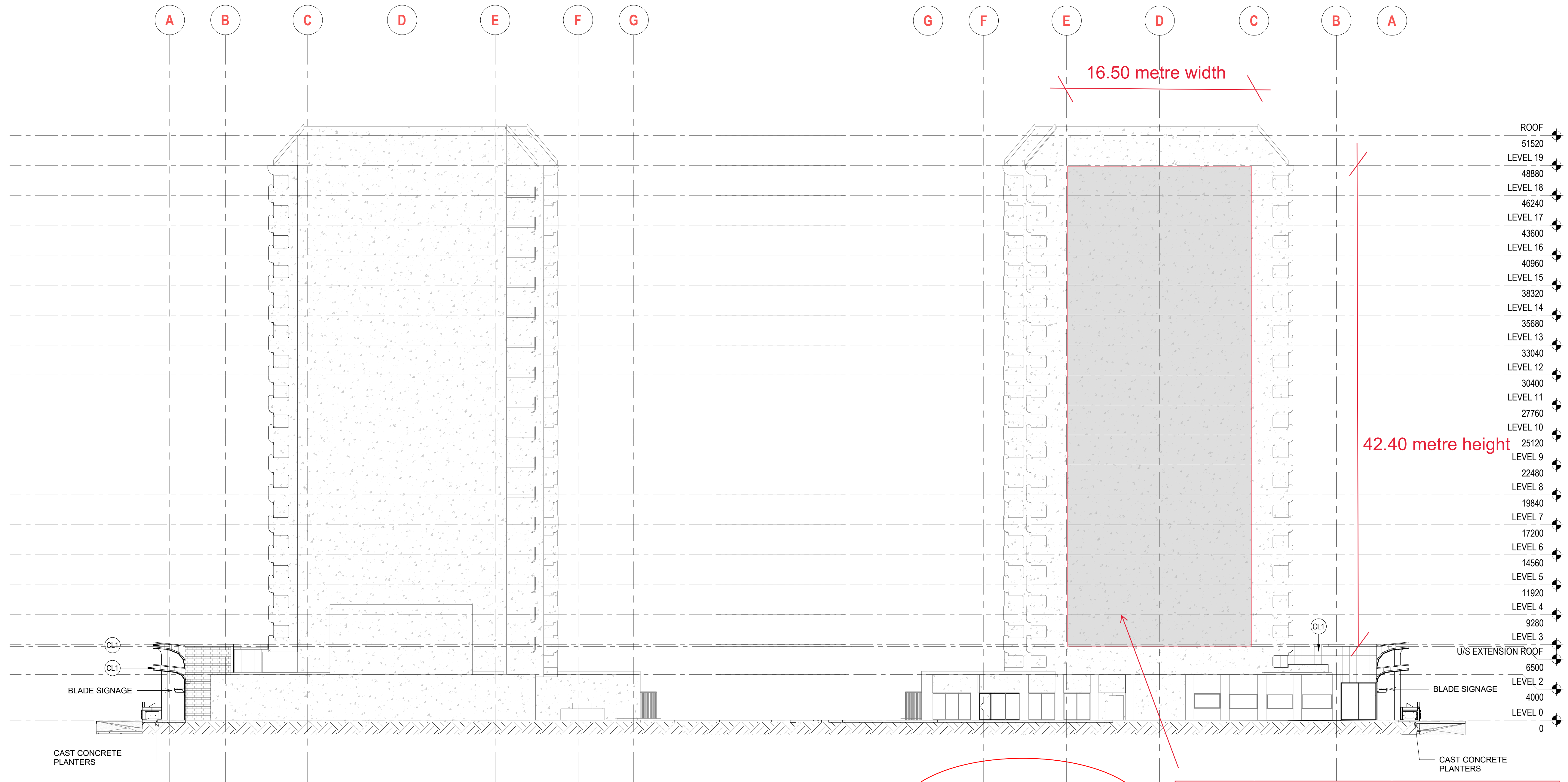
APPENDIX B

PAST EXPERIENCE

City, Owner and Project Name	Owner Contact Name
Year and Month Completed	Owner Phone Number + Email
Installation Cost	Installation Size
Indicate how the project is comparable/relevant to the Jasper III Mural Project	
<ul style="list-style-type: none">a. Brief project description + intent.b. Innovative design feature(s).c. Role in the reference project, coordination.	



1 OVERALL SITEPLAN
SCALE: 1:200



1 EAST EXTERIOR ELEVATION
SCALE: 1 : 200

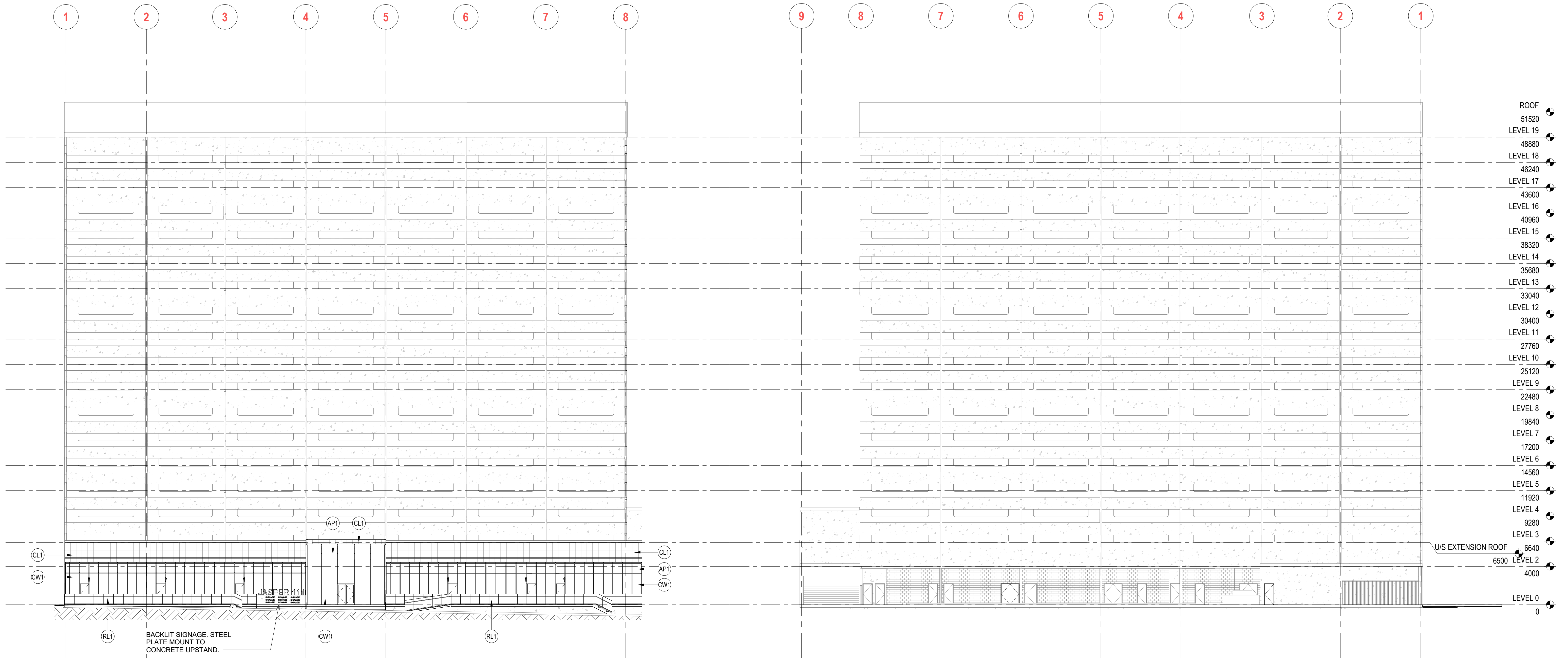
2 WEST EXTERIOR ELEVATION
SCALE: 1 : 200

DESCRIPTION	TAG	TYPE	MANUFACTURER	STYLE	COLOUR/SIZE	FINISH	LOCATION
CLADDING	AP1	DOUBLE LAYER ACM	IMARK	CUSTOM PATTERN PERFORATED ACM PANEL	BLACK / GREY	POWDER COATED	EXTERIOR CLADDING
	AP2	ACM	IMARK	CUSTOM PATTERN PERFORATED ACM PANEL	BLACK	POWDER COATED	EXTERIOR SOFFIT
CURTAIN WALL	CW1		KAWNEER	1620UT SSG CURTAIN WALL SYSTEM		BLACK ANODIZED	EXTERIOR WALL
RAILING	RI1		TBD	GLASS PANEL RAILING, ALUMINUM FLOOR MOUTN, ALUMINUM TOP RAIL	1000mm x 1000mm GLASS PANEL	CLEAR ANODIZED FINISH, VISION GLASS	EXTERIOR RAILING

- ROOF 51520
- LEVEL 19 48880
- LEVEL 18 46240
- LEVEL 17 43600
- LEVEL 16 40960
- LEVEL 15 38320
- LEVEL 14 35680
- LEVEL 13 33040
- LEVEL 12 30400
- LEVEL 11 27760
- LEVEL 10 25120
- LEVEL 9 22480
- LEVEL 8 19840
- LEVEL 7 17200
- LEVEL 6 14560
- LEVEL 5 11920
- LEVEL 4 9280
- LEVEL 3 6500
- U/S EXTENSION ROOF 4000
- LEVEL 2 4000
- LEVEL 0 0

EXTENT OF AREA FOR MURAL
Note: Concrete facing is fluted or grooved, horizontally.

DRAWING INCLUDED FOR REFERENCE ONLY - NO MURAL ON THESE FACES.



1 | SOUTH EXTERIOR ELEVATION
SCALE: 1 : 200

2 | NORTH EXTERIOR ELEVATION
SCALE: 1 : 200

EXTERIOR FINISH PLAN

DESCRIPTION	TAG	TYPE	MANUFACTURER	STYLE	COLOUR/SIZE	FINISH	LOCATION
CLADDING	AP1	DOUBLE LAYER ACM	IMARK	CUSTOM PATTERN PERFORATED ACM PANEL	BLACK / GREY	POWDER COATED	EXTERIOR CLADDING
	AP2	ACM	IMARK	CUSTOM PATTERN PERFORATED ACM PANEL	BLACK	POWDER COATED	EXTERIOR SOFFIT
CURTAIN WALL	CW1		KAWNEER	1620UT SSG CURTAIN WALL SYSTEM		BLACK ANODIZED	EXTERIOR WALL
RAILING	RI1		TBD	GLASS PANEL RAILING, ALUMINUM FLOOR MOUTN, ALUMINUM TOP RAIL	1000mm x 1000mm GLASS PANEL	CLEAR ANODIZED FINISH, VISION GLASS	EXTERIOR RAILING