

# CALL-TO-ARTISTS

from WINNIPEG'S PUBLIC ART PROGRAM

## Public Art Opportunity

United Way of Winnipeg/Winnipeg Arts Council Collaboration

**CALL-TO-ARTISTS:**

**Deadline:**

**Budget:**

**REQUEST FOR EXPRESSIONS OF INTEREST**

January 8, 2010

\$ 130,000

**ART OPPORTUNITY OVERVIEW**

The Winnipeg Arts Council and United Way of Winnipeg invite professional Canadian artists to submit Expressions of Interest to create a public artwork for the exterior "FIN" wall of the new United Way building on Main Street in Winnipeg.



*As an arm's-length agency of the City of Winnipeg, the Winnipeg Arts Council funds, supports and fosters development of the arts on behalf of the people of Winnipeg.*



## United Way of Winnipeg

### PROJECT SUMMARY and ARTWORK GOALS

The Winnipeg Arts Council and United Way of Winnipeg seek an artist to create a permanent, contemporary artwork for the exterior “FIN” wall of the United Way’s new building currently under development at 580 Main Street. The artist will work with the architect and United Way community to integrate the artwork into the “FIN” wall feature of the building. United Way has conducted extensive community consultation in the development of their new centre and will share this information with shortlisted artists to assist in the development of a conceptual proposal.



The new United Way building will be completed by August 2010. To fully and meaningfully integrate the art into the project it will be necessary for the selected artist to fully develop, create and fabricate the artwork between April and August 2010. Please see page 5 of this document for an estimated project timeline.

**An artwork proposal is not requested at this time.** Artist applications will be reviewed on the basis of artistic excellence, a critical thought process, a solid artistic approach, a desire to work collaboratively and other professional qualification criteria listed below. Professional experience is a consideration and equally important is the artist’s expressed sensitivity to the site and context, and desire to create artwork for and in the public realm.

### BACKGROUND

United Way of Winnipeg’s role in the community has evolved from that of a fundraiser and allocator to a community change agent. Today, in addition to providing millions of dollars in sustained funding to agencies for direct service delivery, United Way (UW) engages Winnipeggers from all sectors in our community. United Way believes that by building partnerships and encouraging

collaboration across and within not-for-profit, and other sectors, there will be significant, positive change in our community.

United Way's mission and values are presented in Appendix A.

United Way is building a three story building on a highly visible section of Main Street between Pacific and Alexander Avenues. United Way's new building will contribute to the revitalization of the neighbourhood and will bring volunteers from all backgrounds and parts of the city to the downtown so they can experience all that the area has to offer. Together with other developments in the area, United Way's building creates potential for a tipping point in the renewal of Main Street.

The building will be approximately 22,000 square feet. The 2<sup>nd</sup> and 3<sup>rd</sup> floors will house UW's offices. The main floor will provide innovative space to further United Way's work in the community.

The main floor of the new building will provide space to support partnerships and collaborations between the profit, labour, not-for-profit and public sectors and within the not-for-profit sector towards sustainable social improvement in our community. By bringing individuals, groups and organizations together, new ways of thinking about the challenges we face as a community come to light and so too, innovative approaches that can lead to sustainable social change. The space will provide opportunity to build understanding, relationships, a sharing of ideas and perspectives and ultimately, a fostering of social entrepreneurship and innovation.

In additions to consultations currently underway to help define the main floor, United Way will be conducting additional consultations with the community that will provide a foundation for the public art project.

#### "FIN" Wall

To celebrate the presence of the new home for United Way being located in a dominant corner location within the downtown of the City of Winnipeg and also further recognizing this important "gateway" into one of our major communities – the Chinatown area – we have chosen to incorporate a vertical element: the "FIN" wall. This wall helps to emphasize several aspects of this building by defining the entry location and creating an accent element for building identification. The wall further contributes as the balance of a symbolic gateway into the Chinatown area through Alexander Ave. The treatment of this particular wall is based on a "minimalist" approach with a dominant dark charcoal masonry finish.

#### **ARTWORK DESIGN PARAMETERS**

The installed artwork must not inhibit movement and must generally meet the safety standards of the City of Winnipeg. The artwork should take a form that is suitable for integration into the architecture of the building and be constructed of materials that are resistant to theft and vandalism as well as weathering.

## **SITE LOCATION PLANS and INFORMATION**

United Way developed principles to guide both site selection and building design. These principles are presented in Appendix B.

The Architect's design considerations for the building are presented in Appendix C.

Artists may find site maps and architectural renderings to download under the Public Art Program Calls-to-Artists Section of the Winnipeg Arts Council website:

## **BUDGET**

\$130,000 is the total amount available for all expenses related to this Public Art project, including (but not limited to) artist fees, site preparation and restoration, technical consultation including engineering approval, travel to the site, fabrication, insurance, installation, permit fees, documentation, all applicable taxes, etc.

## **ARTIST ELIGIBILITY**

This is a national competition open to professional\* Canadian artists.

*\*The Public Art Policy defines a professional artist as a person who is critically recognized as an artist; possesses skill, training and/or experience in his or her artistic discipline; is active in and committed to his or her art practice; and has a history of public presentation.*

## **SELECTION PROCESS and CRITERIA**

Expressions of Interest will be reviewed by a selection committee of qualified persons. The committee will review applications on the basis of:

- Expressed sensitivity to the site and context
- Ability to complete the project by August 2010
- Qualifications and professional experience of the artist
- Demonstrated ability of the artist to work collaboratively with design and construction professionals
- Demonstrated ability to successfully execute a project of this scale under the criteria developed and with the budget and timeline set out
- Experience with and expressed desire to create artwork for and in the public realm
- Expressed willingness to work collaboratively with community members

The selection panel will recommend up to three artists who will be invited to visit the site and develop a conceptual proposal for the artwork consisting of drawings and other 2-dimensional material. An honorarium of \$1500 for conceptual development, plus any travel arrangements necessary for one site visit, will be extended to the finalists. Short-listed artists will have approximately six weeks to complete the conceptual proposal and will then be invited to present the conceptual proposal to the selection committee. A final recommendation will then be made from the short-listed artists, if appropriate.

The artist selected for the project will be required to enter into a two-phase agreement with the City of Winnipeg and the Winnipeg Arts Council. Phase One will be a design and development phase and will include consultation with technical experts and community representatives including

architects, engineers, City of Winnipeg and Winnipeg Arts Council staff, and members of United Way community. At the end of Phase One the selected artist will be required to submit a detailed proposal including an implementation plan, budget, design drawings and maquettes for final review by the selection committee. Once approved, the project will move to Phase Two: Final Artwork Creation and Installation.

The artist selected for the final commission will be required to enter into an agreement with the City of Winnipeg and the Winnipeg Arts Council which will contain provisions including but not limited to right of ownership and use, warranty and insurance. The maquette of the selected work will become the property of the Winnipeg Arts Council.

*Please note that the Winnipeg Arts Council is not compelled to award the project based on the submissions received.*

### **SELECTION COMMITTEE**

The five person Selection Committee will include the Project Architect, staff and volunteer representatives from the United Way, an artist and an arts administrator.

### **ESTIMATED PROJECT TIMELINE (2010)**

January 8, 4 pm:	Deadline for receipt of applications
January/February:	Selection Committee review of applications; selection of short-list for concept development; short-listed artists visit site
February/March:	Artists develop conceptual proposal
April:	Shortlisted artists present concept proposals to Selection Committee; final recommendation is made
April - August:	Artist creates, fabricates and installs artwork

### **APPLICATION REQUIREMENTS**

Artists wishing to be considered must submit a complete package. Please submit one copy of all application documents typed or written in black ink on white, single-sided, **letter-sized paper (8½" X 11")** suitable for photocopying as outlined below. Please **DO NOT staple applications or bind them in any way** in folders, binders or plastic covers. Applications must include the following:

1. One copy of the completed application form (page 8 of this document).
2. One copy of a written expression of interest (**please note that a proposal is not requested at this time**) detailing:
  - Why the context of the site is interesting or important to the artist
  - A summary of qualifications and professional experience that outlines the artist's suitability to this project, especially experience working with construction and design professionals
  - The artist's experience and expressed desire to create artwork for and in the public realm and to work collaboratively with community members

- Demonstrated ability to successfully execute a project of this scale under the criteria developed and with the budget and timeline set out.

**Please limit the written description to two pages.**

3. One copy of a curriculum vitae that includes a brief statement of artistic activities for the past twelve to eighteen months. Please limit the CV to a maximum length of four pages.
4. References: names, addresses, phone and e-mail for two references who can speak to your art practice and interest and/or experience in public art projects.
5. Photocopies of recent reviews and news clippings (please submit on **letter-sized** paper suitable for photocopying). **Optional to a maximum of 3.**
6. Documentation list - All visual support materials must be accompanied by a documentation list with artist's name, date and title of work, medium, dimensions, location. A template for jpg images is included as page 9 of this document.
7. Support materials:
  - a pc compatible CD-ROM with up to **15 jpeg image files** (*\*please see digital support materials specifications below*)
  - programs, catalogues and other publications that include examples of your work **Optional to a maximum of 3.** Indicate information specifically related to your work.

**DO NOT SEND ORIGINAL ARTWORK. SLIDES WILL NOT BE ACCEPTED.**

**\* Digital support materials specifications:**

- 72 DPI to a maximum of 768 pixels in height
  - Title each image with your initials and the number that corresponds to your documentation list (for example: TW01, TW02...TW20).
  - Do not submit compressed files (WinZip, Stuffit, etc).
  - Do not submit materials that require software, plug-ins, extensions or other executables that need to be downloaded or installed.
  - For video files, submit files that can be accessed with RealPlayer.
  - Do not embed photographs in documents such as Word or PowerPoint.
8. (Optional) An addressed and stamped envelope for return of support materials if you wish your materials returned. **Please ensure that the envelope is appropriate to the support material and contains sufficient packing material as well as sufficient postage.** If you do not wish your materials returned, please check the appropriate box on the application form.

**APPLICATION DELIVERY AND RECEIPT**

All supporting materials must accompany the application. Incomplete and/or late applications will not be accepted. Faxed or e-mailed applications will not be accepted. The Winnipeg Arts Council will not be responsible for applications lost in transit. While all reasonable care will be taken in the handling of materials, the Winnipeg Arts Council cannot take responsibility for lost or damaged materials.

It is the applicant's responsibility to ensure the application package reaches the WAC office by the deadline. All applicants will receive a notice by mail or e-mail that their application has been received. If you have submitted an application and do not receive notification within two weeks of the deadline date, please contact the WAC office.

**DEADLINE**

Complete proposal packages must be received on or before **January 8, 2010 by 4:00 pm**. (This is not a postmark deadline).

**Please send complete application packages to:**

Tricia Wasney, Manager-Public Art  
United Way Project  
Winnipeg Arts Council  
103-110 Princess Street  
Winnipeg, Manitoba R3B 1K7

*The Winnipeg Arts Council reserves the right to choose to not recommend any application, proposal or finalist and to terminate or re-advertise any project.*

*For any Call-To-Artists updates please check the web site at [www.winnipegarts.ca](http://www.winnipegarts.ca).*

**For additional information or questions please call:**

For questions concerning context or project intent: Carol Phillips, Winnipeg Arts Council, (204) 943-7668 or e-mail at [carol@winnipegarts.ca](mailto:carol@winnipegarts.ca).

For questions regarding technical application details: cam bush, Winnipeg Arts Council, (204) 943-7668 or e-mail at [cam@winnipegarts.ca](mailto:cam@winnipegarts.ca).



CONSEIL DES ARTS DE  
WINNIPEG ARTS COUNCIL

**Public Art Opportunity:  
United Way Project  
Call-To-Artists APPLICATION FORM**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone: \_\_\_\_\_  
 Cell  
 Work  
 Home Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature of applicant \_\_\_\_\_ Date \_\_\_\_\_

**Checklist of materials included in application in the following order:**

- 1. Application form (this page)
- 2. Written Expression of Interest (maximum 2 pages)
- 3. Curriculum vitae and statement of artistic activities (maximum length 4 pages)
- 4. References: names, addresses, phone and e-mail for two references
- 5. Photocopies of Recent Reviews and News Clippings (optional, to a maximum of 3)
- 6. Support Material Documentation List (page 9 of this document)
- 7. Support material of representative work (digital images, etc.)

**And please check one:**

- I have included a self-addressed stamped envelope for return of support materials.
- or
- I do not want my support materials returned.

**Send submissions to:** Tricia Wasney, Manager-Public Art  
Re: United Way Project  
Winnipeg Arts Council  
103-110 Princess Street  
Winnipeg, Manitoba R3B1K7

*Complete application packages must be received on or before **4:00 pm January 8, 2010** (not a postmark deadline). Incomplete, late, faxed or e-mailed applications will not be accepted.*

*Please let us know how you found out about this opportunity \_\_\_\_\_*

*As an arm's-length agency of the City of Winnipeg, the Winnipeg Arts Council funds, supports and fosters development of the arts on behalf of the people of Winnipeg.*



**WINNIPEG ARTS COUNCIL: PUBLIC ART PROGRAM**  
**SUPPORT MATERIAL DOCUMENTATION LIST TEMPLATE**



Applicant's Name: \_\_\_\_\_

All support materials must be clearly marked with the applicant's name, the work's title, and any special instructions.

**DO NOT SEND ORIGINAL ARTWORK.**

**CD-ROM with up to 15 jpeg image files**

No	Date	Title	Medium	Dimensions	Description/Details – including location
1					
2					
3					
4					
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10					
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12					
13					
14					
15					

Appendix A  
United Way's Mission and Core Values



MISSION

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To improve lives and build community by engaging individuals and mobilizing collective action.

CORE VALUES

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United Way is committed to:

- Respecting the dignity, uniqueness and intrinsic worth of every person —donors, service providers and users of service;
- Allowing people to realize their potential;
- Adhering to the highest standards of ethics and integrity in all its operations;
- Adhering to the highest standards of excellence, accountability and impact, including prudent use of resources, and the provision of fair, accurate and honest disclosure of information;
- Valuing voluntarism as the foundation and driving force of its own organization and of the organizations to which it provides financial supports;
- Providing the opportunity for all citizens of Winnipeg to access and participate in all aspects of the organization's work;
- Respecting, reaching out to, and building on the rich diversity and gifts of all people;
- Creating synergy by bringing together and working with all segments of the community to promote individual well-being and the common good;
- Striving to enhance and build community in all it does;
- Understanding and responding to the needs and wishes of the community in all relationships, decisions and activities;
- Taking appropriate risks towards innovation and renewal;
- Maintaining political impartiality in all its business.



**After close to twenty-five years at its present location, United Way has outgrown its space and is planning to relocate. The following principles have been developed to guide its decisions on site selection, design, and building management.**

Reflecting the essence of United Way in a place: Guiding principles for selecting a location and developing a space that embodies the WE of United Way

**WE because we live here**

Every aspect of the building reflects, supports, and builds WE, the United Way of Winnipeg's brand identity. WE is community. WE is everyone who lives here, WE is everyone who calls themselves a Winnipegger. WE is shared hopes and dreams, shared ownership and responsibility, and shared ability to work together to make Winnipeg a better place for everyone

**Collaboration – working together**

The building demonstrates United Way's commitment to collaboration by housing United Way as well as other organizations and a range of activities that draw people to the building, make it a community meeting place, contribute to the surrounding neighbourhood, and foster a sense of community ownership and vitality.

Opportunities for collaboration are as diverse as a restaurant that is a social purpose enterprise providing employment and job training for neighbourhood residents, a twenty-four/seven childcare centre, and a print-shop that serves not-for-profit organizations.

**Flexible – adaptable to change**

The space includes flexible areas that can be configured for a variety of uses ranging from work space for sixty loaned representatives during United Way's annual campaign, to meeting spaces for groups as small as ten and as large as 150, to temporary office space for developing new community economic development/social purpose enterprises.

Meeting spaces will be available to community groups and organizations and will contribute to the sense that the building belongs to Winnipeggers and supports their civic engagement.

**Entrepreneurial – creative approaches to financial sustainability**

The space's sustainability is assured through design and management that provides for cost-sharing, cost-recovery, and revenue generation.

Construction and management will strive to embrace the Neechi Principles of Community Economic Development.

Reflecting the essence of United Way in a place: Guiding principles for selecting a location and developing a building that embodies the WE of United Way

**Accessible - easy to approach or enter**

The building is accessible and welcoming for people with diverse physical abilities, with diverse ethno-cultural and economic backgrounds, and diverse viewpoints. Measures of accessibility include the following:

- Location: the building is in or near downtown or the inner city and contributes to urban renewal, is on major bus routes, is close to affordable monthly and short-term parking, and allows for quick access by volunteers and guests.
- Design: the building meets or exceeds principles of universal design and United Way's space uses colour and art that reflects Winnipeg's diverse ethno-cultural community, offers a professional environment, and has a welcoming feel for people of all ages, abilities, incomes, and backgrounds.
- Loading: the building provides drive-up access for staff and others to easily load and unload bulky supplies.

**Safe - free from harm, free to express ideas**

The building's location, design, and management provide a safe environment that makes staff, volunteers, community members and others feel physically secure while at the same time making them feel welcome.

The building is a neutral, non-partisan place where Winnipeggers feel free to express diverse opinions and explore new ideas as they work together for the common good.

**Green - environmentally friendly, restorative**

The building uses environmentally friendly technologies and materials and includes outdoor green space that serves as a place for people to take a break, have a casual conversation, or enjoy a few moments of quiet contemplation.

**Healthy - physical and mental wellness**

The building supports the physical and mental health and wellness of those who use it. This may be achieved in a variety of ways: by providing secure places for bicycle storage, space for workout equipment, and shower/changing rooms; by bringing in natural light and fresh air; by offering ergonomic workspaces, etc.

**Vibrant - pulsating with vigour and energy**

The design includes spaces that create natural opportunities for people who come for different reasons to mingle and interact, to share ideas and generate new ones. This will contribute to a sense of community and generate a vibrancy that makes the building a place where Winnipeggers want to be

**Winnipeg - our home**

The building should feel more like Winnipeg than any other place and embody WE as the community's gathering place for people, resources, ideas, and opportunities. If Winnipeg had a Folklorama pavilion, this would be it.



### **Pedestrian Friendly**

The experience for both pedestrian and vehicular traffic was taken into consideration in the design of the building. The lower level will be indented from the upper stories, providing a protective and comfortable space for pedestrians. The undulating façade and overhangs will also attract the eye and create interest for those passing by on foot or by vehicle.

### **'Readability'**

Visual cues in shape and material will help the public understand, or 'read', the building. It will be apparent that the north and south sections of the building have different functions due to their distinctive form and details. The long, curved wall along the east side of the building will draw people's attention towards the main entry, and the glazed and open north section of the building will be a welcome entrance for visitors and staff. The vertically stepped indentation of levels will also signify the specialized purposes of each floor. The use of glazing throughout will also instill messages of transparency, openness, and connection to the community.

### **Community Context**

The history and context of the surrounding neighbourhood will be recognized and celebrated in the design of the building through architectural details, materials, colour, and texture. Though the design is new and exciting, the proportion and scale of the building respects and complements the character of the surrounding community.

### **Community Connection**

Connection between interior and exterior will be maximized through the extensive use of glazing. Not only will the outside public be intrigued by glimpses of action and commotion within, so too will staff and visitors inside the building be cognizant of the surrounding community through the walls of windows that offer sweeping views and fill the interior with natural light. The balcony on the third floor will allow for further integration of interior and exterior space and provide opportunities for interaction.