



CALL FOR PROPOSALS

>> MURAL – TOWN OF MOUNT-ROYAL<<

DEADLINE : MARCH 9, 2015

PROJECT

- In partnership with Town of Mount-Royal, MU will produce a large-scale mural at the heart of the town as part of a Conseil Muniscolaire project aiming to provide elementary school kids with an *in vivo* initiation to municipal democracy and to the role of elected officials.

OBJECTIVES

- To prevent vandalism and counter illegal tags and graffiti. The Conseil Muniscolaire has planned an information and awareness campaign on the topic to be rolled out in TMR schools simultaneously with the mural's creation.
- To revisit a segment of the Town of Mount-Royal's history, the growing of the famous Montreal melon, as well as to highlight the city's current living standards by creating a mural that incorporates these two themes.

WALL

- 1757, Graham Boulevard, in the heart of Town of Mount-Royal;
- Wall dimensions : 31 ft 4 in (height) X 24 ft 6 in (width);
- The mural will be on the left side of the windows.





ARTWORK MOCK-UP REQUIREMENTS

- The mural should be inspired by the city's historical context, by a time when the Town of Mount-Royal was a small agricultural community best known for growing the famous Montreal melon. Also known as the Montreal nutmeg melon, it had green flesh with a strong flavor. So tasty was the Montreal melon, that it was exported to New York, Chicago and Boston where it could fetch up to \$1.50 a slice in 1921. Unfortunately, over time, the cultivation of the fruit was abandoned. It should be noted that there are also numerous rose gardens in the city and that the flower is featured on the city's emblem.
- The mural should also depict the Town of Mount-Royal's current context, a city filled with trees, parks and green spaces where citizens can enjoy a multitude of outdoor activities, regardless of the season. The younger residents define the Town of Mount-Royal as a green haven amidst the grayness of the city!
- A plus: highlighting the importance of the railway. The Town of Mount-Royal was born as a result of a Canadian Northern Railway initiative aimed at establishing the ideal city north of Mount Royal.

DESIGN PARAMETERS

- Latex paint is MU's preferred medium for mural making. Other materials, such as aerosol paint and parachute cloth, can be used in combination with latex paint for the project.
- MU will take charge of priming the wall, renting the scaffoldings and the painting equipment, purchasing the material, and handling public relations.
- For MU, the process of mural making is as important as the final result because it can foster other forms of social change. The artist will therefore be asked to work alongside community members by meeting with the local residents to discuss the final mural mock-up, visiting the mural site during youth workshops, involving youth in the mural-making process, engaging in impromptu conversations with passers-by on how the work is evolving, etc.

ELIGIBILITY REQUIREMENTS

- Proven experience with mural art, scenic painting or large-scaled artwork (over 12 ft.);
- Availability from late June to late September 2015 to make the mural on site;
- Artist collaborations and collectives are welcome;
- Openness to community involvement.

SELECTION PROCESS

A selection board composed of elected officials from TMR and of the Conseil Muniscolaire will review all the received artist applications based on the quality of the submitted files. Only one proposal will be selected after deliberation. The finalist will be asked to submit a new mock-up that incorporates the comments made by the jury. The final mock-up must be approved by the project partners before the artist is officially selected to make the mural. Please note that no honorarium or compensation will be paid to artists for submitting an application. Only the finalist will receive an honorarium in lieu of design fees, after submitting the final artwork mock-up for final approval.

SELECTION REQUIREMENTS

- Meets mock-up requirements (historical and current contexts are represented)
- Excellence and artistic merit of previous artwork;
- Creativity and originality of the artistic statement;
- Experience carrying out similar projects;
- Interesting conceptual approach and compliance with the requirements;



- Site-integrated project (relation of the artwork to the defined space);
- Visual impact of the project;
- Functional and technical qualities;
- Weather resistance of the materials and adherence to mural maintenance requirements.

TIMELINE

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|----------------------------------------------------------|-----------------|
| • Deadline to submit artist application | March 9, 2015 |
| • Approval of the final mock-up by partner organizations | March 11, 2015 |
| • Contract awarded to the winning artist | TBD |
| • On-site mural making (4-6 weeks) | July 2015 (TBD) |
| • Unveiling of the mural | TBD |

**Please note that, apart from the application deadline, the timeline is subject to change*

HONORARIUM

- The artist or the collective will be awarded an honorarium of \$5,000 to \$7,000 that is inclusive of design fees, artist compensation, and copyright, according to the selected artist's experience and notoriety.
- The selected artist will design a mock-up of a project that can feasibly be completed within the set deadline (carried out on-site within three months) and with the offered honorarium.

APPLICATION FILE

Interested artists must apply by sending the following documents:

- A photographic montage that shows a preliminary sketch on the selected wall;
- A description of the preliminary mock-up and the chosen conceptual approach (500 words max);
- Artist curriculum vitae (3 pages max);
- 10 digital images of recent work with their respective descriptions (title, date, dimensions, place, and materials);
- Press clippings (optional).

Submissions must be received by 4:00 pm on March 9, 2015, via email at info@mumtl.org or sent to the following address: MU, 275 De Maisonneuve Blvd. East #2, Montreal (Quebec) H2X 1J6. Incomplete applications will be rejected.

ABOUT MU

MU is a charitable non-profit organization with the desire to transform Montreal into an outdoor gallery. Its mission is to educate the local population on the art of mural-making by creating and making murals rooted in the community. MU's projects are designed to promote the democratization of art and social development. In six years, MU has produced nearly 50 large-scale murals, in addition to about fifty community-based projects. The organization was a recipient of the *Citoyen de la culture Andrée-Daigle* award from the network *Les Arts et la Ville* (2012), the ARISTA award from the Montreal's *Jeune chambre de commerce* (2011), and the TELUS Cultural Innovation award (2010). MU also received two awards at the 10th provincial edition of the Québec Entrepreneurship Contest and two Grafika Awards (2008, 2012).



ABOUT CONSEIL MUNISCOLAIRE – TOWN OF MOUNT ROYAL

In order to provide elementary school children with an *in vivo* initiation to municipal democracy and to the role of elected officials, the Town of Mount-Royal founded the Conseil Muniscolaire. The project brings together twelve sixth grade students from different schools in the area, each elected by their peers in their respective establishments, to experience democracy firsthand.

ABOUT TOWN OF MOUNT-ROYAL

The Town of Mount-Royal spreads over an area of 7.43 km² and has a population of 20 073 inhabitants (*Gazette officielle du Québec*, 2014). English and French are both commonly spoken. TMR is conveniently located right at the center of the island of Montreal. Residents and visitors alike are charmed by its succession of beautiful green spaces.

CONTACT INFORMATION

For any question relative to the competition, please email Elizabeth-Ann Doyle, with the title of the project in the subject line, at info@mumtl.org, or call her at 514-509-6877.