



CALL FOR PROPOSALS

MURAL TO COMMEMORATE THE 100TH ANNIVERSARY OF MONTREAL NORTH

DEADLINE : MARCH 8TH, 2015

PROJECT

- In celebration of the centennial anniversary of Montreal North, MU, in partnership with the borough of Montreal North, will produce a mural that will span the western wall of the Maison culturelle et communautaire and Rolland arena.
- Three to seven artists will be selected to create the mural, which will be composed of seven vignettes.

OBJECTIVES

- To commemorate the centennial anniversary of Montreal North in a public space by creating a lasting and artistic landmark in the parc Henri-Bourassa.
- To highlight important values, moments, monuments and people from Montreal North's history, and to reflect the themes of the centenary: history, diversity and solidarity.
- To support the revitalization of the northeast section of Montreal North.

WALL

- The mural will be located on the west-facing wall of the Maison culturelle et communautaire (MCC) de Montréal-Nord and the Rolland arena, situated at 12000-12004 boulevard Rolland.
- This wall, which is located in the heart of the parc Henri-Bourassa, is close to five schools.
- Dimensions: 210 feet X 30 feet. NB: *Artwork Mock-Up Requirements*



MU

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ARTWORK MOCK-UP REQUIREMENTS

- The mural will be composed of five to seven vignettes, each measuring approximately 20 x 20 feet (max).
- Interested artists can apply to create one or more vignettes. Each vignette will be evaluated separately by the jury.
- Each vignette will be conceived and realized by a separate artist. However, an artist could win more than one vignette.
- The shape of each vignette is not required to be a square or a circle of the above-mentioned dimensions. Certain elements of the vignette may extend beyond the vignette's border. Elements of the design may also be painted directly on the brick wall without the use of a base colour.
- Additionally, MU reserves the right to change the shape and/or color palette of a vignette in order to unify the selected images.
- The themes, which have been selected by the borough, were inspired by the slogan of the centenary: history, diversity and solidarity.
- The vignettes will portray :
 - Vignette 1 — Living together (neighbourhood, solidarity, citizenship)
 - Vignette 2 — Nature (ex.: The Rivière-des-Prairies - <http://bit.ly/1FFOYTo>);
 - Vignette 3 — History and heritage — La traverse L'Archevêque (<http://bit.ly/1LRI3Kb>);
 - Vignette 4 — History and heritage — La maison Brignon-dit-Lapierre (<http://bit.ly/1JVzYYg>);
 - Vignette 5 — Oliver Jones, former resident of Montreal North and spokesperson for the 100th.
 - Vignette 6 — Youth (our future)
 - Vignette 7 — Sports (local context : park, arena, etc.)
- The mural should also be inspired by the current cultural context in the borough, where cultural diversity and solidarity are at the heart of the community.

DESIGN PARAMETERS

- Latex paint is MU's preferred medium for mural making. Other materials, such as aerosol paint and parachute cloth, may be used in combination with latex paint for this project.
- MU will be responsible for priming the wall, renting scaffolding and painting equipment, purchasing materials, and handling public relations.
- For MU, the process of mural making is as important as the final result, because it fosters other forms of social change. The artists could therefore be asked to work alongside community members by meeting with local residents to discuss the final mural mock-up, explaining their work to youth visiting the mural site during workshops, involving youth in the mural-making process, and 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.);
- Openness to community involvement;
- Availability from late June to late September 2015 to make the mural on site;
- Artist collaborations and collectives are welcome.

SELECTION PROCESS

A selection committee will review all artist applications based on the quality of the submitted files. One proposal for each vignette will be selected. The three to five finalists will be asked to submit a new mock-up that incorporates any comments made by the jury. The final mock-up of the five to seven vignettes must be approved by the project partners before the artists are officially selected to make the mural. Please note that no honorarium or compensation



will be paid to artists for submitting an application. Only the finalists will receive an honorarium in lieu of design fees, after submitting the final artwork mock-up for final approval.

SELECTION REQUIREMENTS

- Excellence and artistic merit of previous artwork;
- Creativity and originality of the artistic statement;
- Experience in carrying out similar projects;
- Interesting conceptual approach and compliance with the requirements;
- 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 8, 2015 |
| • Final Selection | March 9, 2015 |
| • Approval of the final mock-up by partner organizations | TBD |
| • On-site mural making (4-6 weeks) | July 2015 (TBD) |
| • Unveiling of the mural | TBD |

LES HONORAIRES

- Each artist or collective will be awarded an honorarium of \$3,000 to \$5,000 that is inclusive of design fees, artist compensation, and copyright, according to the selected artist's experience and notoriety.
- The selected artists will design a mock-up of a project that can feasibly be completed within the set deadline (carried out on-site within 2-4 weeks) and with the offered honorarium.

APPLICATION FILE

Interested artists must apply by sending the following documents:

- Preliminary sketch — vignettes presented separately;
- 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 5:00 pm on March 8th, 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 whose goal is to transform Montreal into an outdoor gallery. Its mission is to educate the local population in the art of mural-making by creating murals rooted in the community. MU's projects are designed to promote the democratization of art and social development. Since 2007, MU has produced 70 large-scale murals in 15 neighbourhoods of the city. 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 Montreal's *Jeune chambre de commerce*



(2011), and the TELUS Cultural Innovation award (2010). MU also received two awards at the 10th edition of the Québec Entrepreneurship Contest, as well as two Grafika Awards (2008, 2012).

ABOUT MONTREAL NORTH

Montreal North will turn 100 on March 5th, 2015. Its centennial flag illustrates the historical importance of the rivière des Prairies. The flag's bright, shimmering colours symbolize the cultural diversity of Montreal North's population; it expresses the solidarity of its citizens, who fly it proudly. The borough's many charms make it a warm and dynamic place. Whether it's access to green spaces, the many cultural, athletic and leisure activities that the borough offers, or its many partnerships with community organizations, Montreal North is celebrated for the array of services it provides to citizens of all ages. Community housing and public transport are just two of the many sectors that are currently undergoing large-scale transformation as a result of several ongoing projects that will make Montreal North an even more welcoming place to live.

ABOUT LA MAISON CULTURELLE ET COMMUNAUTAIRE

Opened in 2006, la Maison culturelle et communautaire de Montréal-Nord (MCC) has become a key factor in social cohesion, and in the development and consolidation of a sense of belonging for the citizens of Montreal North. The MCC integrates the brand-new bibliothèque de Montréal-Nord in a lively and shared cultural space that will be an important municipal institution for the community. In 2012, Montreal North was named a finalist for the Prix d'excellence de l'Administration publique du Québec and the MCC was given honourable mention as a community project.

CONTACT INFORMATION

For any questions regarding this call for proposals, please contact Julie Lambert via email at info@mumtl.org, with the title of the project in the subject line, or call 514-509-6877.