

## **CALL TO ARTISTS – Expression of Interest (EOI)**

### **Winter Magic 2024 – Projection Mapping Mentorship**

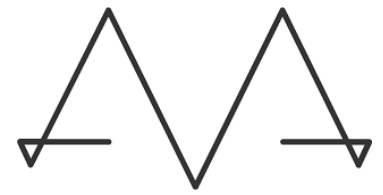
**Submission deadline: July 26, 2024, by 11:59 P.M. EST**

The City of Mississauga (the “City”) is working with AVA Animation and Visual Arts Inc. (“AVA”) to transform one of the façades of the Hazel McCallion Central Library into a giant canvas for large-scale 3D projection mapping as part of the Mississauga 50<sup>th</sup> Anniversary celebrations.

The City, together with AVA, is seeking emerging artists to participate in a paid series of workshops that will culminate in the creation of an animated projection art series to be showcased as part of the 2024 Winter Magic programming at Celebration Square.



*Figure 1. Artist Rendering of Projection Mapping at Hazel McCallion Central Library*



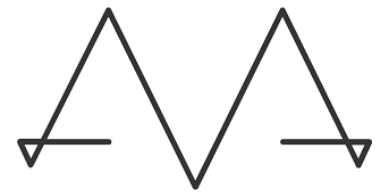
## 1. Eligibility

This is a public competition open to individual emerging\* artists, over the age of 18, residing in Ontario. Students, including art, design, illustration and animation students are encouraged to apply. **Preference will be given to artists that have a connection to the area, including a connection to the land, and/or a current or former Mississauga resident.**

*\*The City defines an emerging artist as an artist in the early stage of their professional career who may have specialized training (not necessarily gained in an academic institution) and has created a modest independent body of work that may include professional exhibitions, commissions, presentations and/or installations.*



*Figure 2 Artist Rendering of Projection Mapping at Hazel McCallion Central Library*



## 2. Submission Requirements

Please read all components of the EOI prior to completing your submission. A *complete submission package includes the following documentation in three separate PDF documents submitted by July 26, 2024, by 11:59 P.M. EST.*

### Juried Submission

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- Artist Statement** You can submit a written statement (2 page maximum) or a recorded video/voice note (an MP4 file or online link, max 20 MB). The statement must include a description of:
  - ✓ Your artistic practice
  - ✓ Your connection to Mississauga
  - ✓ What you are excited to celebrate about Mississauga's 50<sup>th</sup> anniversary through this project
  - ✓ What you are hoping to get out of this mentorship program
- Artist portfolio (no more than 10 images of past work).** Each image should include: title, year, media. The images should illustrate your artistic practice and your interest in this project.
- Links** to artist(s)' website and social media, if applicable.

Submitted as **one PDF document**

### Curator Information

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- Submitted separately, use the “**Curator Information** form to provide contact information for you and your references.

Submitted as **one PDF document**

The form is available at the end of this document and as a separate file [here](#).

### Anonymous Survey Completion

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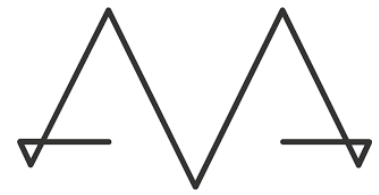
- Fill out the anonymous Submission Survey at <https://app.keysurvey.com/f/41647268/80a6/> and include a screenshot of the completion page to complete your application.

Submitted as a **separate image**

**Submissions must be sent by email to:**

[public.art@mississauga.ca](mailto:public.art@mississauga.ca)

**Subject: Artist Proposal – Projection Mapping Mentorship**



If the file size exceeds 20 MB, artists are asked to use an external file share program. Incomplete submissions or submissions received after the deadline will not be juried.

Artist(s) will retain copyright over their submissions. However, the submissions may be used by the City of Mississauga in meetings with stakeholders and staff. Please note that the submissions will not be returned.

**Accessibility:** The City will provide accommodations, including reading or writing support, throughout the selection process to applicants with disabilities and/or English as a second language. Please notify Philippa French, Public Art Curator at 905-615-3200 ext. 4675 or [public.art@mississauga.ca](mailto:public.art@mississauga.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.

### **Note on Submissions and Artificial Intelligence**

Artists are permitted to utilize artificial intelligence (AI) technologies in the creation of the artwork, provided they adhere to an artist-first approach. An artist-first approach means: disclosure and identification of AI technologies used and the protection of other artist's moral rights and artistic integrity (i.e. technologies used do not utilize images without the consent of its original creators or subjects). Artists should approach these technologies in the spirit of innovation, accessibility, and critical thinking.

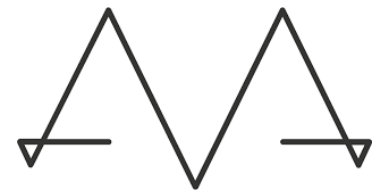
## **3. Project Brief**

### **About the Project:**

The City of Mississauga's 50th anniversary is being celebrated in 2024 with year-long activities and programs. The anniversary provides an opportunity to recognize our heritage, highlight our accomplishments, celebrate our artists and promote Mississauga as a great place to live, work and play.

The City of Mississauga was incorporated in 1974 and since then, Mississauga has grown into a vibrant, diverse and dynamic city that residents are proud to call home. The 50th anniversary campaign is founded on three pillars: Reflect, aspire and celebrate.

- Reflect: Recognize and acknowledge our past.
- Aspire: Grow and plan how we can do better.
- Celebrate: Past, current and future accomplishments and successes.



While our 50th anniversary is significant, the lands that make up present day Mississauga have roots that extend thousands of years beyond this milestone. Our story is long and shaped by many distinct voices that have helped make Mississauga the diverse, thriving and successful City it is today. The voices of Indigenous, immigrant, industry and resident communities tell Mississauga's story through a lens of reflection, aspiration and celebration.

### **What is Projection Mapping?**

Architectural projection mapping is a creative and innovative way of communicating an impactful message and artists from any visual background can explore projection mapping as a new medium. Architectural projection mapping is a technique that can transform spaces with light by creating site-specific performances with custom-made animated content. The content projected is designed according to the site's proportions and architectural features to achieve a series of optical illusions that create an immersive visual experience for the audience. Depending on their vision, artists can transform the site in countless ways.

Through this mentorship, artists can learn about content creation for projection mapping and explore light as a new medium to expand their practice. Artists from all visual backgrounds are encouraged to apply. Previous knowledge of animation is desirable, but it is not mandatory. As a final submission, artists will deliver a short 1-2 minute movie or five still image files using their preferred technique from works created during the workshops. The final content provided will become the projection content, and each segment will display the artist's information and social media handles.

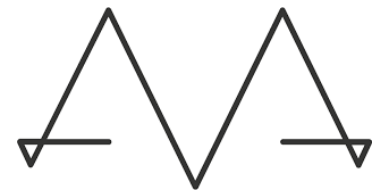
### **What you'll gain from this mentorship:**

Through a series of paid workshops for emerging artists interested in growing their digital art skills, participants will:

- Gain skills in projection mapping processes, programs and best practices
- Expand their portfolio, exploring projection mapping as a new medium and creative resource
- Build connections and expand their network with other artists and curators
- Learn from AVA about their experience in content creation for projection mapping

The workshop series will include:

- Introduction to projection mapping, including how the architecture and building materials affect the design of 3D projection mapping



- The opportunity to articulate, design and execute an idea or initial concept to a projection mapping design
- Technical details involved in developing a projection mapping design, including scale, perspective, line work, colours, contrast and saturation and user experience
- Technical details on the audio and visual component of projection mapping
- Collaboration with other artists and mentorship, including review of design concepts
- Technical demonstration with projection mapping software to show how content is warped for a physical building or façade

**What you'd be responsible for:**

- Selected artists will attend all four workshops (both in-person and virtual workshops)
- Submit draft animations based on workshop outcomes (there is flexibility in the medium that can be used for draft animations)
- Submit final artwork files according to the required specifications – the final submission will be either a short one-to-two-minute movie file or five digital image files

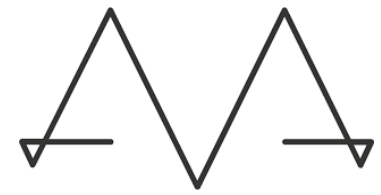
**What AVA will offer you:**

AVA will assist participants with creating an animated graphic package to unify all artists' segments: a short intro, name slates for each artist, and credits. AVA will create the content with a mix of 2D and 3D elements and VFX compositing techniques following the specifications and proportions of the building. AVA will share detailed notes of all workshops and recordings of virtual workshops for participants to refer when developing their designs.

**About AVA Animation and Visual Arts Inc.:**

AVA is a women-led BIPOC animation studio that specializes in projection mapping at an international level. They are a creative team that thrives on creating exceptional visual solutions, and transforming events into extraordinary visual experiences with technology, creativity and emotion.

AVA started in 2010 with Broadcast Design and Motion graphics, carrying out projects for customers like: E! Entertainment Television, Discovery Channel, Much Music, Sportsnet, CBC, Walmart, ET Canada and The Sports Network. Since 2011, AVA has specialized in projection mapping techniques achieving several international awards, as well as permanent installations in Mexico and Japan.



With over 10 years of experience, AVA covers all areas of the creative process, from research, storyboards, design, assets, to animations editing and postproduction. Their work ranges from quick cinematic logo intros, motion graphics, tutorials and explainer videos, to projection mapping and visual effects.

**When and where:**

There will be four workshops in total. Participating artists must be available to attend all four workshops to complete the project:

- **Workshop #1** – Week of August 12-16 (TBC) – In person in Mississauga
- **Workshop #2** – Week of August 26 – 30 (TBC) - Virtual
- **Workshop #3** – Week of September 9 – 13 (TBC) - Virtual
- **Workshop #4** – Week of September 23 - 27 (TBC) - In person in Mississauga

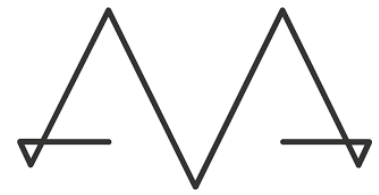
The artwork will be exhibited as part of Celebration Square’s Winter Magic 2024 programming and will showcased at Celebration Square at the annual Light Up the Square event on November 22 – 24, 2024. There will be a premiere screening event to attend in November 2024.

**4. Anticipated Budget**

The total budget for all artist fees and expenses related to participating in this project is **\$1,500 + HST Canadian Dollars** for each selected artist. Up to seven artists may be selected for this mentorship opportunity.

Selected artists may be required to execute an agreement with the City and/or AVA. The artist fee will be divided into phased payments that align with the workshop schedule and artwork delivery dates. Participating artists must attend all four workshops as part of the project deliverables.

*\* This fee includes (but is not limited to): artist fees, workshop attendance and participation, technical consultation, travel to the workshops, the site and project meetings, documentation, and attendance at unveiling of the completed artwork. The fee is not inclusive of HST.*



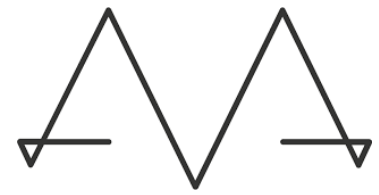
## 5. Anticipated Schedule

It is expected that the selected artist will comply with the project’s general timeline dates, as highlighted below:

Date*	Project Phase
July 26, 2024, by 11:59 P.M. EST	Deadline for this Call to Artists for Expressions of Interest
July 30-August 7, 2024	Art Selection Committee selects artist; Agreement between participating artists and City is executed
Week of August 12-16 Evening	Workshop 1: Kick off meeting with AVA <i>In person in Mississauga (exact date and location TBC)</i>
Week of August 26 – 30 Evening	Workshop 2: Artwork concept and design development <i>Virtual via Zoom</i>
Week of September 9 – 13	Workshop 3: Artwork evaluation and feedback <i>Virtual via Zoom</i>
Week of September 23 - 27	<i>Workshop 4: Artwork work-in-progress approval</i> <i>In person in Mississauga (exact date and location TBC)</i>
Week of September 23 <sup>rd</sup> , 2024	Final artwork submission
November 15-22 <sup>nd</sup> , 2024	Artwork premiere screening event <i>(Exact date and location TBC)</i>
November 23 <sup>rd</sup> , 2024	Light Up the Square Event

\* Schedule subject to change





## 6. Selection Process and Criteria

An art selection committee comprised of representatives from AVA, the City of Mississauga's Public Art Program and/or other arts professionals will score submissions against an evaluation matrix. The committee will select up to seven artists to participate in this program, based on the following criteria:

- ✓ Expressed interest in projection mapping, animation, and/or digital art and an interest working with the AVA to develop skills in this area;
- ✓ Expressed interest to celebrate Mississauga's 50<sup>th</sup> in a meaningful way through the creative process;
- ✓ Potential to successfully collaborate as a participating Artist and ability to attend all four workshops and meet the project deadlines and deliverables; and
- ✓ Artistic merit, including quality of work, originality, and artistic excellence in the field of contemporary art.

Our public art program accepts informal training and community/peer recognition, and recognizes artists, creators, and storytellers from a diverse range of disciplines. **Please do not hesitate to reach out to our team or send a submission, even if you are unsure if your credentials are suitable for the opportunity.**

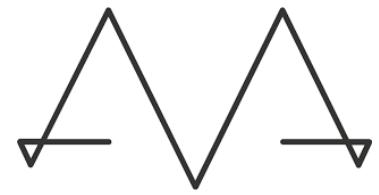
The City of Mississauga reserves the right to select and retain the artist deemed most appropriate for the project at its sole discretion.

## 7. Commitment to Equity

The City's Public Art Program is committed to continually improving our application processes to ensure equitable and inclusive opportunities for all. If you have feedback on this application process, particularly if you are a racialized individual or individual facing systemic barriers that limit your full participation within the public art industry, we invite you to complete a quick and anonymous survey here: <https://app.keysurvey.com/f/41590907/afa0>

## 8. Reserved Rights of the City of Mississauga

The City of Mississauga (the "City"), at its sole discretion, may request clarifications 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 is capable of performing 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.

## **9. Publication of Competition Information**

The City of Mississauga shall have the exclusive right to issue all public announcements regarding the competition.

## **10. Additional Information**

For additional information or questions please contact: Philippa French, Public Art Curator at [public.art@mississauga.ca](mailto:public.art@mississauga.ca).

For more information about the City's public art program visit: [mississauga.ca/publicart](https://mississauga.ca/publicart)



## Curator Information Form

This form is to be completed by the Artist and submitted as part of your submission package, for project administration by public art curatorial staff. The personal information collected on this form will be kept confidential and is not provided to juries.

*Personal information on this form is collected under the authority of sections 11 and 227 of the Municipal Act, 2001. The personal information you agree to provide herein, will be used by the Corporation of the City of Mississauga (the "City") for internal administration and statistics-gathering purposes only (the "Purpose"). The information will not be disclosed to any outside party. Questions about this collection should be directed to Philippa French, Public Art Curator, Parks and Culture Planning, 300 City Centre Drive, Mississauga, ON, L5B 3C9, Telephone: 905-615-3200 ext. 4675.*

### 1. Artist Contact Information

Name(s):

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Pronouns: *(common pronouns are she/her/hers, he/him/his and they/them/theirs)*

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Mailing Address:

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Email Address:

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Website:

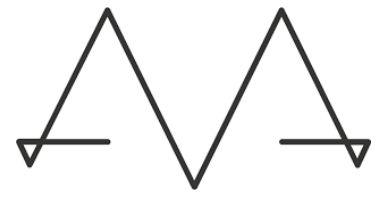
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Social media links:

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### 2. References

Please provide contact information for two references who can speak to the artist's artistic practice and interest and/or experience in public art projects. If contacted, information provided by a reference may be shared with art selection panel members. However, their contact information provided on this form will remain confidential.



**Reference Name:**

Pronouns:

Title:

Organization:

Email Address:

Phone Number:

**Reference Name:**

Pronouns:

Title:

Organization:

Email Address:

Phone Number:

### 3. Artist Declaration

I am 18 years of age or older. I have read and understand this form, and by signing below, I hereby voluntarily give my consent and authorize the City to collect the personal information I have provided herein for the above-stated Purpose, and to do so without any payment or compensation to me of any kind. I hereby declare that the information provided in this entire submission package is true and correct to the best of my knowledge.

### Signature

Signature:

Full Legal Name:

Date Signed: