

CALL FOR APPLICANTS
MURALS - 6600 Saint-Urbain



APPLICATION DEADLINE
March 14th, 2021

PUBLIC NOTICE | CANDEREL x MASSIVart
MURALS - 6600 Saint-Urbain

To be submitted to via the form on MASSIVart project page

If you have any questions about this competition, please contact evlyne Laurin by email at evlyne@massivart.com or by phone at 514 222 9619.

THE PROJECT

The overall project aims to rehabilitate the building located at 6600 St-Urbain in the Mile-Ex through various architectural enhancements. Two murals will be incorporated into the rehabilitation of the building and are aimed to promote the local arts community while highlighting the neighbourhood's rich past.

OBJECTIVE

The main objective is to create an impactful and engaging dialogue with the local community through art. Canderel wants to create an inspiring place that will bring color & life to the building and resonate with the community.

TECHNICAL ELEMENTS

Artists are responsible for providing their own assistant(s) and having the necessary insurance to cover any material damage to the building or injuries related to the production of the mural.

Production, materials and documentation will be the responsibility of MASSIVart.

ELIGIBILITY REQUIREMENTS

- This contest is open exclusively to **Montreal artists**;
- Be available at the end of April and for the month of May for the production of the mural as well as for the inauguration in June;
- Agree to participate in the promotion of the project, to participate in the documentation process and possibly to give interviews;
- Collaborations and collectives are eligible;
- Be open to discuss the project with the community;
- Experience in mural art, scenic painting or large format production (over 12 feet) is an asset;

COMMUNITY RESEARCH AND THEMES

- The **heritage** of the area has been the prominent theme of the realised community survey. The angle isn't so much the industry that have been part of the creation of Mile-Ex but the **people, the workers, the resident of yesterday** that have left their anonymous marks on what has become known as Mile-Ex. The social fabric of the area is central to this project and deserved to be reinforce into the art integration. This needs to play a key role in the murals.
- Another key findings is that the **quirkiness** of the local ecosystem, past and future, should be somehow integrated. Bringing color, geometry, inspiration and greenery, in a bold fashion that will be thought-provoking are also key findings that will be promoted in the brief.
- The community want to have something that will **lift their mood and communicate their aspirations and inspirations, combining the past, present and future showcasing local storytelling.**

Keywords for the vision: Community, Industrial Building, Music, Art, Hybrid, Roots, Origin, Local Pride, Inspiring, People, Connecting, Storytelling, Abstract, Geometric, Soul of the area, Architecture, Heteroclite, Greenery, Innovation, Dynamic, Diversity, Heritage, Historical references, Unifying places, Nature, Diversity, Colorful, Conversation starter, Bold, Participative

THE SELECTION STEPS

The application will be sent to MASSIVart, via their website. MASSIVart will make the first selection according to the established selection criteria. Incomplete applications will not be taken in account. A committee will review the selection that meet the requirements. Three finalists will be selected to create mockups for the mural proposal. These models will be presented to the residents and workers of the neighbourhood and they will be able to vote to see the work of the two most popular mockups created.

SELECTION CRITERIA

- Creativity and originality of the artistic approach;
- Interest of the conceptual approach and alignment with the themes desired by the community;
- Visual impact of the project;
- Excellence and quality of previous works produced;

TIMELINE*

- Deadline for artist applications: March 14th, 2021 at midnight
- Selection of finalists by the committee: Week of March 22nd, 2021
- Notification of finalists: Week of March 22nd, 2021
- Delivery of the final mockup: April 12th, 2021
- Public Vote: April 16th to 26th, 2021
- Realisation of the mural: (1-2 weeks) May
- Inauguration of the work: End of May - June

*Dates for the mural realisation as well as inauguration could change depending upon rules and reglementation regarding the sanitary crisis as well as the climate conditions.

THE HONORARIUM

- The fee of design, production and copyright fees paid to the artist is;

| | | | |
|------------------------------|------------|--------------|----------|
| 7,000\$ | for | mural | 1 |
| 20,000\$ for mural 2. | | | |

THE APPLICATION PACKAGE

Interested artists must send a **single PDF file of a maximum of 10 MB in size, including the following elements:**

- Description of the preferred conceptual approach for this specific project(max 500 words) ;
- Curriculum vitae (max 3 pages) ;
- 10 digital images of recent works with description (title, date, dimensions, location and material);
- Two professional references

Documents must be received no later than midnight on March 14th 2021 via the form on the project page.

ABOUT MASSIVART

MASSIVart is an award-winning art production and expertise agency with offices across North America. We collaborate with emerging and established artists as well as creative industry professionals to promote community dialogue through art. Our approach includes the creation of murals, public artwork and cultural programming to transform our partners' spaces, enhance their projects and create memorable and authentic art experiences for their projects and surrounding communities.

MASSIVart & its not-for-profit branch Chromatic are proud to be Montrealers and to be recognized abroad, contributing to the export of the creative industry from here!



RENDERING OF THE REHABILITATION PROJECT



RENDERING OF THE FUTURE FACADE OF 6600 SAINT-URBAIN



south side mural 10ft h x 30 ft long approx

MURAL 1

The mural on the south side of approximately 10' x 30'.



approx 10' high x 150' long


future entry

MURAL 2

Wall adjacent to the future rear entrance of approximately 10' x 150'.



THANK YOU



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