

CITYSTUDIO

ABBOTSFORD

Call for Artists – Community - Driven: Pavement Mural

*Submission Deadline: **October 30th, 2020 at 7pm***

Background: In the Summer 2020 UFV's GEOG/GD 464 class - "Community Planning and Development: Local Applied Studio¹" taught by Dr. Cherie Enns tackled the issues of diversity, inclusivity and access in urban planning to respond to the COVID-19 crisis. Being engaged in experiential learning within the CityStudio Abbotsford model, they prototyped innovative and equitable solutions to build post-pandemic resiliency, including through several proposals including public art.



The students generated concepts that aligned with a local business' initiative to help facilitate a large-scale mural on pavement completed collaboratively by UFV's students and artists within the greater community. As a result of these grassroots initiatives, a two-phase project has been envisioned under the CityStudio umbrella for Fall 2020.

Phase I: Public Art project. Coming together, artists from diverse backgrounds within UFV and the community at large will create a mural on pavement in a centrally located alley in downtown Abbotsford. The social significance of this community-driven project is manifested in both the process of creating the mural as well as its content.

Phase II: UFV' GEOG 360 class "Introduction to Regional and Community Planning, taught by Dr. Cherie Enns will work on the challenge to assess the purpose, functionality and replicability of a public space reimagined through murals and other creative means as a place for inclusivity, resilience building, and grassroots-driven dialogue. The goal is to reflect upon fundamentally important social, political, cultural and environmental issues our community faces, which has been further exacerbated by the COVID-19 pandemic.

Students will have the opportunity to observe a collaborative process of creating the mural, interact with and learn from community stakeholders and partners, and integrate their observations and experiences into academic research and solutions prototyping.

Community partnerships: Being inspired by the students' and local business vision, the CityStudio Team reached out to greater community to seek further support in realizing the Community Mural project. These efforts culminated in establishing an informal community advisory board whose members contribute their ideas, talents and expertise, existing support networks, and funds to move the vision forward. The board includes representatives from the Gurmat Center, Abbotsford Downtown Business Association (ADBA), Black Connections, Old Hand Coffee, Abbotsford Arts Council, UFV faculty members, Archway Community Services, Fraser Valley Human Dignity Coalition, CityStudio Abbotsford, and other interested community stakeholders.

¹ Please see student presentations from summer 2020 <https://globalcommunitylab.ca/blog-feed/>

The board's collective approach towards the Community Mural project is to oversee the general theme of the artwork, assist with the artist recruitment/mentorship, support the implementation logistics and encourage community ambassadors. The board is striving to assure a barrier-free, inclusive and equitable process on a tight timeline. The board's vision is that this is the first of a series of community-driven murals in Abbotsford that acknowledge, honor and celebrate various communities, and promote social justice.

The Artwork - Vision and Themes

The community advisory board is inviting local artists to participate in creating the "Black Lives Matter" Community Mural on pavement in an alleyway in historical downtown Abbotsford. Each artist will be provided between two and three letters to paint inside with the theme of what representing their own community means to them. There is also one student position available for a videographer for the documentation of the process. The anticipated timeframe for the completion of the project is December 2020. The selected group of artists will work together with a Community Mentor and mentor artists to complete the installation.

Who is eligible?

Qualified artists who have a relationship to Abbotsford.
Applicants of all ages are welcome to apply.

Artist Fees

An honorarium in the amount of \$350.00 will be awarded to each selected artist. Artists will be paid upon the board's acceptance of the work after the installation.

Estimated Timeline

Artists Selected by: November 5th, 2020
Installation: November/December (dates are weather dependent)

Selection Process

The community advisory board will review all submissions and select up to 8 artists and 1 University of the Fraser Valley student videographer.

All applicants will be notified about the results of the selection process by November 5th 2020

The preference in the application process will be given to the artists from the BIPOC community, with a hope of the selected group of artists being diverse and inclusive of all races and ethnic backgrounds.

How to Apply

Submissions accepted by email only with subject title "Community-Driven: Artist Call"

Applications must include the following:

- Contact information
- CV (2 pages max in pdf format)
- Maximum two-page reflection answering the questions: What does the phrase "Black Lives Matter" mean to you and why you want to participate in this community mural project? An in-person interview will be available as an alternative option for all applicants upon request.
We recognize and understand that those who have experienced racism, directly or indirectly, may not feel comfortable writing a reflection to justify their involvement, as this forces the reliving of trauma. If this is the case, you may opt out of this portion of the requirements or request an in-person interview.
- A brief concept statement describing their ideas for the work (200 words maximum)
- Images of 5-10 pieces of artwork from their portfolio
- For the videographer position, a link to recent work, or a max of 3 video examples of no more than 5 minutes in length each

Files should be clearly labelled with your name, title of work, medium. Ex. Name-title-medium.jpg.

If your file is larger than 10mb, please email tkozma-perrin@abbotsford.ca and an Electronic File Transfer link will be emailed to you, so you may upload your images.

Deadline

Submissions will be received up to and including: **October 30th, 2020 at 7pm**

Please send all submissions and inquiries to:

Subject title: "Community-Driven: Artist Call"

CityStudio@abbotsford.ca

Late submissions will not be accepted.

Notes:

* Prior to accepting their position in the selected artists group, all participating artists will sign a standard legal agreement outlining all copyright related rights and responsibilities of all parties.

** Due to the public and collaborative nature of this project, the artists will be expected to interact with GEOG 360 students and faculty, the CityStudio Abbotsford team and the members of community advisory board. These interactions may include but not limited to filming of the project, as well as invitations to participate in reflective dialogues and post-project panel discussion on the process and content of the mural. The participation in these activities is voluntary.

CityStudio Abbotsford is an innovation and experimentation hub for the City of Abbotsford in collaboration with the University of the Fraser Valley.