



## **Call for Submission of Artworks**

August 28, 2016

Battistella Developments is pleased to invite artists to participate in an exciting public art exhibition. Proposals are being accepted for a 2D artwork to be digitally produced and installed on the new LIDO condo development in the community of Kensington in Calgary, AB. Images of representational artwork in media including painting (traditional and digital), drawing, printmaking, and photography will be accepted for consideration.

The exhibition will involve one artwork digitally printed on weather resistant panels mounted to the LIDO building. The location of the artwork will be at street level on the east face of the building and is highly visible from 2<sup>nd</sup> Avenue NW.

### **ELIGIBILITY:**

This call is open to all professional emerging, mid-career, or established Canadian artists. Artists from across the country are welcome and encouraged to apply; however, preference will be given to artists currently practicing or showing in the Calgary area.

### **SITE/LOCATION:**

The artwork installation site is depicted in the below photos. The dimensions of the piece are 20 ft x 8 ft (5 - 4X8, 1/8" to 3/16" lucabond panels). The wall is oriented towards the East and is highly visible from 2<sup>nd</sup> Avenue NW, an important and high traffic connector road into Kensington.

**About the LIDO building:** Standing proud on the corner of 10<sup>th</sup> Street and 2<sup>nd</sup> Avenue NW, it will transform the streetscape of 10<sup>th</sup> Street Kensington into a vibrant and sophisticated space that will benefit residents, businesses, and visitors alike.

During the early 20<sup>th</sup> century Tenth Street was a thriving commercial street. Over the past 20 years, The Dobbin Group has been restoring Kensington to its former glory. The LIDO site was bought by the Calgary Parking Authority a number of years ago to increase the parking capacity in the Kensington area; however, a mixed-used project was suggested in order to add greater vibrancy. The collaboration between The Dobbin Group and Battistella Developments is destined to become a landmark on 10th Street.

Throughout the years the site has housed many businesses, including Ant Hill Fabrics, and since 1962, the Lido Café. The Lido Café, a Chinese and breakfast diner, is well-known among the locals and has a place in people's hearts. The business owners are now retired, but the LIDO name and the iconic Lido sign will live on.

**About the Kensington Business Revitalize Zone:** With over 250 businesses; including top restaurants, boutique clothing/jewelry stores, salons and other hidden gems, Kensington is one of the city's most vibrant communities. Considered Calgary's Urban Village, Kensington offers a unique, inner-city experience. Located off the Sunnyside LRT Station, and walking distance from downtown, it's possible to spend an entire day exploring the shops and restaurants, or an entire weekend by staying at one of the beautiful boutique hotels.



#### **THEME AND STYLE:**

Artists are strongly encouraged to submit work that explores, compliments, and/or expands upon the urban life and the spirit of Kensington Village and the LIDO Building. The artwork must be a 2D artwork which can be reproduced and printed digitally onto material. All media's such as painting (traditional and digital), drawing, printmaking, and photography will be considered. Artists should also take into consideration the nature of the public space in which the image will be installed as well as the architectural context of the exhibition space.

#### **FEES:**

Successful applicants will receive an artist fee of \$500 for usage rights of the image. Artist will retain ownership of the original work. Battistella Developments will arrange for and cover all costs associated with printing and installation of the work.

#### **SUBMISSION REQUIREMENTS:**

Artists may submit up to two images for consideration. All required submission materials shall be sent electronically to [info@battistella.ca](mailto:info@battistella.ca) and must include the following:

1. Artist contact information: Email address, daytime telephone number, and mailing address.
2. Artist statement (maximum of 150 words).



3. Image list: Description of image(s) and relevancy to the exhibition site - maximum of 100 words per image.
4. File attachments: Image(s) in jpg format at 1024x768 pixels and 72dpi. Filename(s) must contain 'Artist Name' and 'Title of Artwork'. Example: Smith---Birth\_of\_Venus.jpg

Please note: Submitted images must be cropped proportional to the 20 ft. x 8 ft. panel size to allow for the adjudication of undistorted images. Only completed production/photograph ready pieces will be evaluated. No drafts or concepts will be considered. High resolution images will be required of successful artists.

**SELECTION PROCESS/TIMELINE:**

A committee will review submissions and select one artwork for the exhibition.

Proposals must be submitted by 4:00 p.m. MDT on September 18, 2016. Proposals submitted after this time will not be accepted for consideration.

Installation of this exhibition is anticipated for October 2016.

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