



## Urban Canvas Downtown Regina Program – Grey Cup Edition Call For Artists

August 31, 2022

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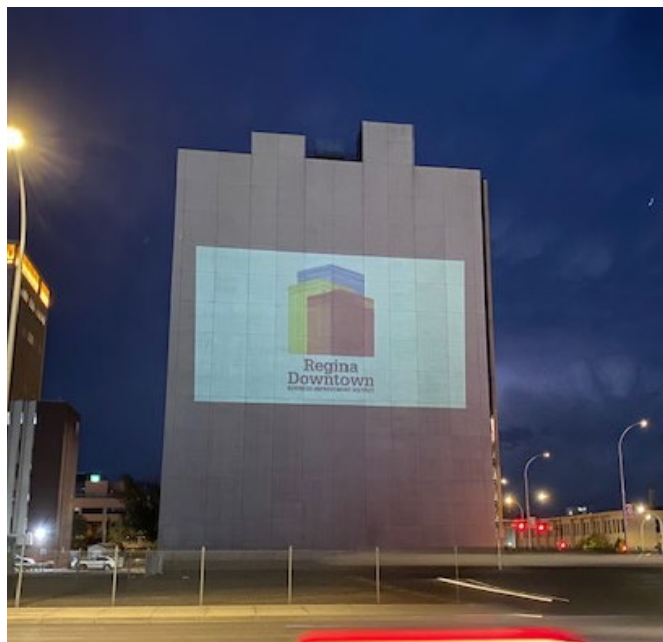
Artist submissions must be in digital format and submitted online via Wufoo **by October 7, 2022**. <https://reginadowntownbid.wufoo.com/forms/z1bhdvdt0v8n4y4/>

### Objective

Regina Downtown Business Improvement District (RDBID), in partnership with Nuit Blanche Regina, is currently looking for diverse, original artwork, reflective of Downtown Regina's culturally vibrant and sustainable neighbourhood, for the Winter 2022 Urban Canvas Downtown Regina digital art program.

In celebration of the 109<sup>th</sup> Grey Cup, RDBID is initiating a digital art installation as a creative means to demonstrate Regina's community pride through artwork inspired by Regina's storied history with football, Grey Cup and our beloved Saskatchewan Roughriders.

**This year, up to 10 original artworks will be chosen. Artwork will digitally projected onto the NCO Building at 2500 Victoria Avenue. Artwork will be displayed on rotation November 15 through 20, 2022.**





## Design Guidelines

1. Designs must be inspired by the Grey Cup, football, the Saskatchewan Roughriders or sport in Saskatchewan.
2. **Designs must be in a landscape format at a 16:9 aspect ratio. Proposed designs in a vertical format will not be considered.**
3. Colors must be high contrast to ensure definition within the design. For example, the difference between a yellow immediately next to a yellow-green will not be visible in the projection (see photo).
4. Design must be a static image. Moving images will not be considered.

## How to Apply

Artist submissions must be in digital format and submitted online via Wufoo **by October 7, 2022.**

<https://reginadowntownbid.wufoo.com/forms/z1bhdvdt0v8n4y4/>

Submissions must include:

- artist bio and contact information
- proposed design description(s) and design sketch(es) (max. 3)
- 2 images of past work

Designs must be original to the artists, though they may be inspired by previously completed work.

## Selection Criterion

Submissions will be considered based on the following criteria:

- Creativity of responses
- Originality, coherence and clarity of the design
- Alignment with the theme of Grey Cup, football, the Saskatchewan Roughriders or sport in Saskatchewan

## Adjudication/Artwork Selection Process

Artwork will be selected by a panel of adjudicators representing the local arts community. Selected artists will be notified by October 14, 2022, and will receive an artist fee of \$350 per design, upon delivery of a final digital image, meeting all required specifications.

Successful artworks will appear on RDBID's website, along with artist statements and bios.



## Schedule

- September 2022 – Program is launched by invites to local designers
- October 7, 2022 – Deadline for submissions
- October 14, 2022 – Designs selected and artists notified
- November 1, 2022 – Delivery of artwork in projection ready format
- November 15 - 20, 2022 – Artwork on display
- November 21, 2022 – Program concludes

## About RDBID

Downtown Regina is everyone’s neighbourhood – a valued asset that equally embraces our community and is embraced by our community. As a non-profit organization, RDBID actively works to build awareness of Regina’s unique, attractive and desirable downtown for visitors, residents, and businesses.

“We see added value in public art as a part of our evolving culture and history, and as a way of strengthening our economy through support paid creative work.” – RDBID Executive Director, Judith Veresuk

## About the Urban Canvas Program

In partnership with the City of Regina, RDBID created the Urban Canvas Downtown Regina art program in 2011 as a means to deepen the sense of community in our shared downtown neighbourhood and connect the public to local artists. Originally part of Downtown Regina’s response to deter unwanted vandalism, this program has grown to fulfil other valuable functions, adding value and vitality to this dynamic and diverse neighbourhood – at the heart of the City! Through this program, RDBID has worked with over 60 artists, from Saskatchewan, Canada, and the United States. Artwork has been featured on alley doors, traffic control boxes, vacant storefronts, and large-scale murals.

## Project Manager

**Judith Veresuk**

Executive Director

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