



**NEIGHBOURHOOD
HOUSE**

Formerly St. Christopher House

**Call to Artists/Illustrators
for
'Heartbeat of the Neighbourhood'
Public Engagement Campaign
Request for Proposals (RFP) Winter 2025**

Request for Proposals Timelines:

Issued: Thursday, January 9th, 2025

RFP closing date/deadline: Friday, February 7th, 2025 11:59 pm

Electronic submissions can be sent to: heartbeatrfp@westnh.org

In-person submissions are due: Friday, February 7th, 2025 4:00 pm

Attention: Heartbeat of the Neighbourhood Selection Committee
248 Ossington Avenue, Toronto, ON M6J 3A2

Artist selection process interviews: Monday, February 24th - Friday, February 28th, 2025

Selected artist(s) will be notified by: Friday, February 28th, 2025



West Neighbourhood House (West NH) is a multi-service non-profit organization and registered charity providing a wide range of community social services and community development work serving all ages in downtown west Toronto.

(Please see www.westnh.org for more information about our work. Please note our Values and Strategic Plan in particular).

Our neighbourhood is experiencing rapid and continuing changes. At the same time, many in our community continue to experience inequities and violence because of race, gender, sexual orientation, disability, indigenous identity and class, among other factors.

West NH seeks to be a catalyst for collaboration & co-creation between diverse groups in the community. Our aim is to be the beacon of community values, the connective tissue, a visible and essential part of the evolving neighbourhood. We wish to share a warm, welcoming, energising, optimistic and creative neighbourhood.

Heartbeat Of The Neighborhood (HBON): In order to achieve these objectives, we have developed a multi-media community engagement campaign.

'Heartbeat of the Neighborhood' will be the central theme of the campaign, the rallying cry, to connect people within all our communities, and engage them in helping make our neighbourhood vibrant and active. The HBON campaign will be featured across social, digital, traditional and outdoor media.

Phase- I Mural Project: Phase I of the Heartbeat of the Neighbourhood Campaign will be a new outdoor mural to be displayed along the Dundas Street West frontage of our building at 248 Ossington.

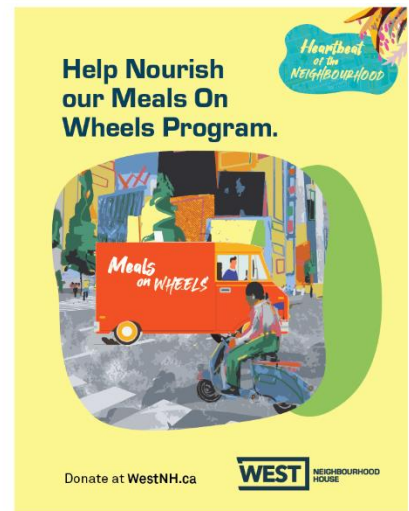
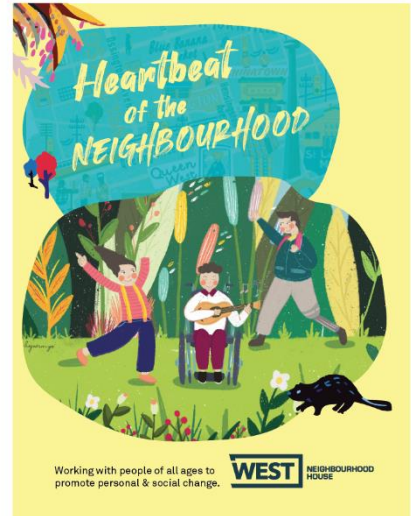
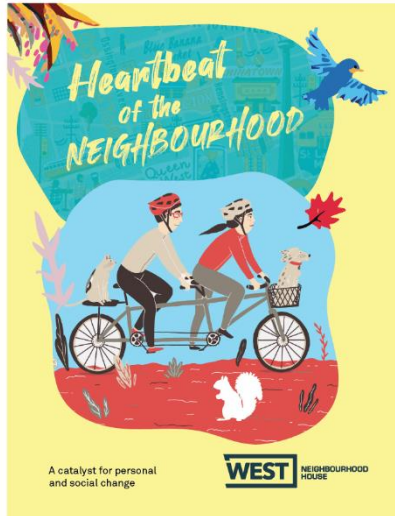
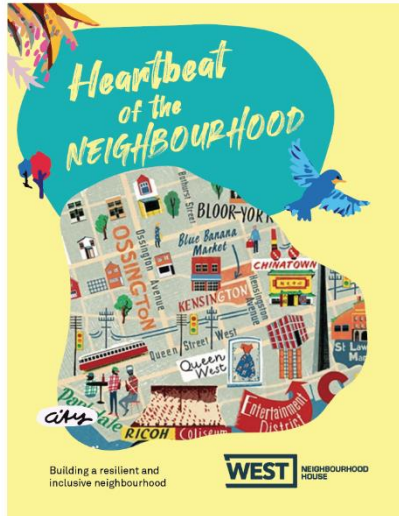
Inviting Artists: We are inviting artists to submit proposals for illustrations to incorporate and interpret imagery that illustrates and celebrates the Heartbeat of The Neighborhood theme.

1. Campaign Creative Concept:

'Heartbeat Of The Neighborhood' is the connective tissue that brings together people from all communities to help make our neighbourhood vibrant and active. The campaign consists of illustrations reflecting the neighbourhood and capturing the vibrant essence of the neighborhood, whilst seeking to evoke the feeling of recognition, quirks and eccentricities of the West NH catchment area. It incorporates recognizable urban elements like landmark buildings, recognizable signage, traffic, diverse people, etc. It features a

stylized yet recognizable look with a modern, edgy vibe. The images feel warm and approachable.

Campaign Creative



Our pro bono creative partner, Uncommon Toronto has developed concepts to illustrate the idea. The current illustrations are for reference only, to demonstrate the concept, and should not be reproduced as is. We are looking for artists to bring the concept to life and interpret the theme of HBON in their original style

Initial style references include the vibrant essence and feeling of recognition, quirks, and eccentricities of the neighbourhood: bold lines, bright colours, and sharp contrast. The



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illustrations must incorporate recognizable urban elements like landmark buildings, recognizable signage, traffic, diverse people, etc.

We are looking for a style that is authentic to the artist look with a modern, edgy vibe. The art should feel warm and approachable.

The campaign can accommodate a single artist or multiple artists.

2. Scope- Phase I Illustration for exterior wall of the building

- develop an illustration proposal for the artwork that aligns with the campaign theme and organizational values
- coordinate with the campaign team to refine the illustration artwork and ensure it meets the requirements of the space and community
- execute the artwork - the final artwork - the finished production ready illustration- should be in a digital format (for mural and for social media promotion, posters etc.)
- collaborate/supervise the execution of the illustration for mural.

The wall along Dundas is 80 feet long and 11 feet high, including several windows. The wall is light brown-coloured brick. The mural could cover most or part of this wall. (There are 2 existing murals on this wall that we are in the process of discussing removal with the original artists).

Note that this building is slated for redevelopment within 3 to 5 years. It is unlikely that the mural on the wall will be able to be saved.

Mural Wall:





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Concept Layout:



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3. Quality standards:

The selected artist(s) is/are responsible for:

- using imagery, themes, allusions that align with West Neighbourhood House values and the campaign committee's vision.

4. Creative property rights:

The selected artists will be required to grant their creative property rights to West Neighbourhood House for the artwork commissioned under this project. This includes but is not limited to the following:

- Ownership transfer – the artist(s) agree to transfer the copyright of the artwork to West Neighbourhood House. West Neighbourhood House will have exclusive rights to reproduce, distribute and display the artwork.
- Grant of usage rights – in addition to transferring the ownership of the artwork, the artist(s) grant West Neighbourhood House the rights to use the artwork for promotional purposes, merchandise, or other related activities as deemed necessary by West Neighbourhood House.
- Credit and attribution – West Neighbourhood House agrees to provide proper credit and attribution to the artist(s) for their work during the initial unveiling, media announcements, and by having the artist(s) name on the artwork in a format and size to be agreed upon by both the artist(s) and West Neighbourhood House.

By submitting a proposal, the artist(s) acknowledges and agrees to these terms regarding creative property rights.

5. Submission requirements:

Interested artists are required to submit the following documents:

- a) artist statement -- brief statement introducing yourself and your art practice,
- b) portfolio – examples of past artwork relevant to this campaign,
- c) concept proposal – a description and visual representation (via sketches or digital renderings) of the proposed designs

WEST NH is looking for artists to donate their work. An honorarium of \$3,500 CAD will be awarded towards this illustration.

- d) Timeline – proposed key milestones and completion date.
 - : Artist(s) selected by: Friday, February 28th, 2025
 - : Kick-off briefing w/o March 3rd
 - : Development of concept illustration: March 3rd - March 14th
 - : Presentations, discussion & feedback: w/o March 17th
 - : Revisions: w/o March 24th
 - : Review and Feedback: w/o March 31st
 - : Final illustration & Approval: April 4th
 - : Handover of production ready illustration: w/o April 7th

6. Selection Process

The campaign committee will review all proposals and select a shortlist of artists for further consideration. Shortlisted artists may be invited for an interview or presentation to discuss their proposals in more detail.

7. Selection criteria:

- a) Meeting deadline for submitting the proposal. ***Late proposals will not be accepted.***
- b) Providing a complete proposal:
- c) Experience and qualifications of the artist(s), including previous work:
- d) Artistic merit and creativity of the proposed design;
- e) Relevance of the concept to the community and campaign goals;
- f) Feasibility and practicality of the proposed approach.

8. RFP Terms and Conditions:

- a) Information pertaining to West Neighbourhood House, its employees, volunteers and agents, obtained during this project shall be kept confidential by the artist(s).
- b) The artist(s) agree to declare any conflicts of interest or potential or perceived conflicts of interest, including relationships with West Neighbourhood House staff, Board members or members of the selection committee. West Neighbourhood House reserves the right to terminate a contract if the artist(s) fail(s) to disclose any potential or actual conflict of interest or fail(s) to resolve a conflict of interest to the satisfaction of West Neighbourhood House. Please note that declared conflicts of interest, actual or potential, do not necessarily disqualify an artist/artists from this RFP.
- c) West Neighbourhood House may, without liability, cost, or penalty, at any time alter dates in this RFP, cancel this RFP, amend, or supplement this RFP, and/or issue a new RFP for the same or similar work.
- d) A respondent (artist/s) may withdraw or substitute all or part of their proposal at any point up to the closing time for submissions. The last proposal shall supersede and invalidate all proposals previously submitted by that/those artist(s).
- e) West Neighbourhood House may seek clarification from the respondent with respect to the proposal submitted without cost, liability, or penalty.
- f) West Neighbourhood House assumes no responsibility for any costs associated with responding to this RFP.
- g) Any materials submitted to West Neighbourhood House are the property of West Neighbourhood House.
- h) Proposed budget figures by the artist(s) will be regarded as fixed costs for no more than 3 months following submission of the RFP. Cost escalations after 3 months will be negotiated with West Neighbourhood House.
- i) West Neighbourhood House and the successful artist(s) will enter into a written contract in respect of the services and conditions outlined in this RFP.

For more information and accessibility needs:

Please contact Rui Martins, Community Relations Coordinator.

Email: ruima@westnh.org

Phone: 416-532-7586 ext. 128