

Riversyde 83

Call for Artists

Riversyde 83 is a new food and community hub set to open in summer 2021 in downtown Simcoe in Norfolk County. Located at 83 Sydenham Street, the building will feature a marketplace, café, teaching kitchen, event spaces and an outdoor garden. Artist Meaghan Claire Kehoe will be painting a spectacular new mural on the south side of the building first thing in the spring, and we are excited to offer this call for artists to paint a mural on the north side of the building, too! With this initiative, our goal is to welcome an artist to help define the look of our site and enhance the urban environment of downtown Simcoe.

Building on the success of our project to date and in anticipation of our opening, Riversyde 83 is requesting expressions of interest from artists based in Norfolk County and around southwestern Ontario who would like to paint an original mural on the north wall of our building. Designs should revolve around food and community, highlighting the unique intersection of urban and rural culture that exists in our region. Once the design is selected, the expectation is that the artist will complete the piece between July 1st & September 30th, 2021.

Here are some basic guidelines for the artwork: the available brick wall offers roughly 220 square feet, and artists are invited to design a mural that interprets the space freely without defined borders. We encourage artists to contemplate the setting in downtown Simcoe, the surrounding natural environment and agricultural sector in Norfolk County, and how food production and preparation bring people together. The expectation is that high quality materials will be used to create a durable, attractive mural. We intend to select a design that will have broad appeal and connect with viewers of all ages. Please find a photo of the wall attached here. Our interest is in a mural that looks contemporary, but connects with the past and present of food production and preparation in the area ... think Instagram-worthy with a vintage vibe!

This call for artists is being coordinated by Riversyde 83 in collaboration with Andrew Gunn Consulting and *young & free press*, part of the overall 'Celebrate Simcoe' mural project supported by Norfolk County, Norfolk Community Foundation, Downtown Simcoe BIA, and private sector funders.

Public art has the power to build neighbourhoods, generate captivating public spaces, prompt discussions, add beauty to our surroundings, and drive economic development. We are seeking submissions from artists with diverse experiences, backgrounds, styles and techniques that reflect our values of creativity, wellness, inclusiveness, and community-building.

FEES

- The artist selected will be paid a total of \$6500

REQUIREMENTS

- Entries must be received before noon on Monday, February 22nd
- Insurance and safety requirements are the responsibility of the artist and must be provided upon request

ELIGIBILITY

- Priority will be given to artists based in southwestern Ontario, particularly those in Norfolk County. We are committed to supporting the arts in our community

APPLICATION PROCESS

- Colour images of the design must be provided
- Installation dimensions: as described above, the available brick wall is 220 square feet, and artists are encouraged to develop a free-space design that does not have set boundaries. Artists can explore the brick space around the window
- Along with the design, artists should provide a CV with complete contact information and highlight previous experience painting outdoor murals
 - Submit entries by email to Virginia Lucas at vilucas@kwic.com
 - Please use 'Riversyde 83 - Mural' as the subject line of your email
- We encourage interested artists to contact Virginia Lucas by email or phone for additional images that may assist with the development of the design (phone contact: 519.410.5928)

SELECTION PROCESS

This call for artists is being administered by Riversyde 83 in collaboration with Andrew Gunn Consulting and *young & free press*. A committee will review the submitted applications and make a recommendation to the Board of Directors of Riversyde 83 for their approval. All entrants will be notified of the results.

We look forward to welcoming the selected artist to Riversyde 83 to paint this new mural!



The north wall at Riversyde 83 at 83 Sydenham Street in Simcoe. Artists are invited to submit designs for an original mural for the space. Ultimately, the mural will become the backdrop for a new outdoor patio area.