

## **CALL TO ARTISTS WATERLOO REGION**

### **DTK ART WALK**

### **COMMUNITY REFLECTIONS**

#### **Background:**

In 2020, Downtown Kitchener BIA launched a new initiative; the DTK Art Walk, funded through the businesses of Downtown Kitchener. The BIA embarked on a collaborative partnership with the Kitchener-Waterloo Art Gallery to create a lasting memory/installation of art in Downtown Kitchener. The BIA's vision was to; support and celebrate local artists, to provide an experience of art that is free to all and appropriate for all ages, to be enjoyed outside during all seasons, and to beautify the Downtown neighbourhood.

**The Project Call:** Heit and Hope Lanes Community Reflections.

The Downtown Kitchener BIA and the KWAG are collaborating on a new project with local sponsors that will expand and enhance the downtown and public art walk in the area of Heit and Hope Lanes.

Heit and Hope Lanes is an important location co-located by the incredible community resources of St. John's Kitchen and The Working Center. This project aspires to provide inspiration and reflection through art and reality.

This is a call to local artists to submit images of work for this new endeavour under the theme Community Reflections.

The selected and successful works will include some or all of the following:

- Become a relevant community feature which will engage a diverse public audience over time;
- Reflect a strong relationship to the site and context;
- Be a aspirational expression of our community;
- Advance Downtown Kitchener as an arts and cultural destination;

#### **SITE DESCRIPTION:**

The identified site for the installation is Heit and Hope Lanes during which Phase 1 will consist of 15 sections that together make up two art walls along Heit and Hope Lanes.

The attached PDF provides a sketch of the site measurements.

**BUDGET**

Artist fee is \$500.00

Production and installation costs are covered by DTK and local sponsors.

**SUBMISSION REQUIREMENTS**

Artists are invited to submit up to and no more than three (3) works of art (existing or new) by email to [sgolling@kitchenerdowntown.com](mailto:sgolling@kitchenerdowntown.com).

Images should be in the following format:

- JPEG format
- Maximum resolution of 1920 x 1080 pixels
- Titled using the following naming convention: last name, first name\_title.jpg
- Proposed measurements of work or optimal aspect ratio

Artist statement of no more than 250 words and a brief resume or biography. A QR code will be placed judiciously on artwork that will link to location of artists choosing or to DTK Art Walk resource.

**DEADLINE: NO LATER THAN September 30, 2021, 11:59 P.M.**

**Successful artists will be notified by October 5<sup>th</sup>, 2021.**

**Digital file submission deadline: October 11<sup>th</sup>.**



# DTK Art Walk Proposal

Community Reflections

Phase 1: **Art Wall** (on Heit and Hope Lanes)

# This is a Concept Proposal Only

- All Images are rendered
- Artwork represented is explicitly not selected and is used under creative commons license
  - Sourced from [Unsplash](https://unsplash.com)



# Agenda

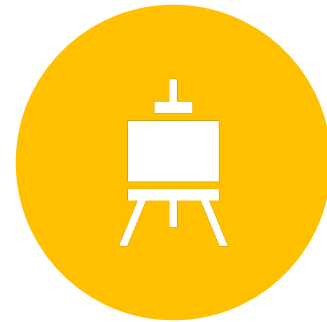
---



PROPOSED COMMUNITY  
REFLECTIONS ART WALK



PHASES



REQUIRED ART DETAILS



## Art Walk Theme: Community Reflections

- A community space to reflect the beauty of art and the realities of life.
- In partnership with the Downtown Kitchener BIA and the Kitchener-Waterloo Art Gallery, the Working Center and Heit Lane businesses and neighbours are proposing an art walk themed “Community Reflections”.
- A community initiative designed to visually represent how Kitchener businesses and community-based organizations are working together—reflecting a vision to engage and inspire the community while providing a gathering place for culture, beauty, and hope.
- A growing and lasting resource for years to come.

Building links between community-based organizations, businesses, residents, and artists





## Art Walk Theme: Community Reflections

- Just like the sciences, art has the power to revolutionize the world. It is a reflection of society and our ever-changing culture. We hope that the Community Reflections art walk promotes and inspires human connection, conversation, self-reflection, and a sense of pride in the community.



Corner of  
Heit and  
Hope





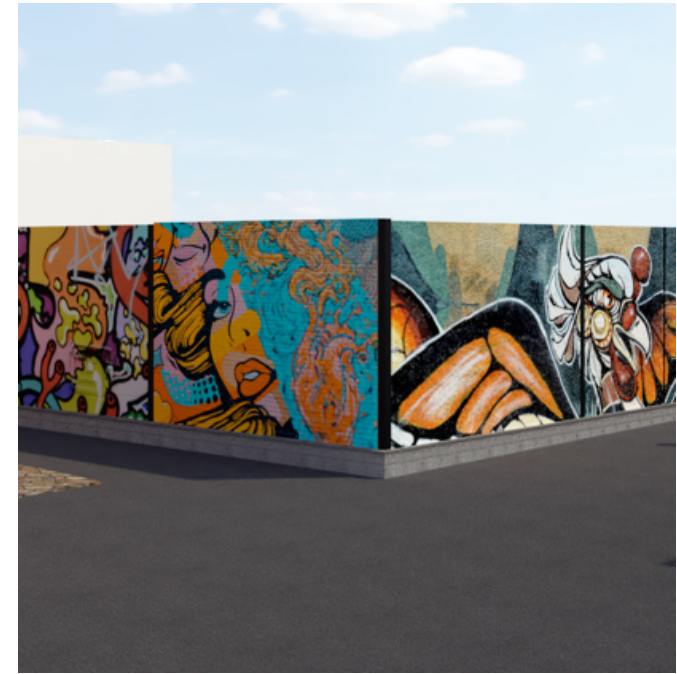
# Phases

Current call to artists is for:

- Phase 1: **Art Wall** (on Heit and Hope lanes)







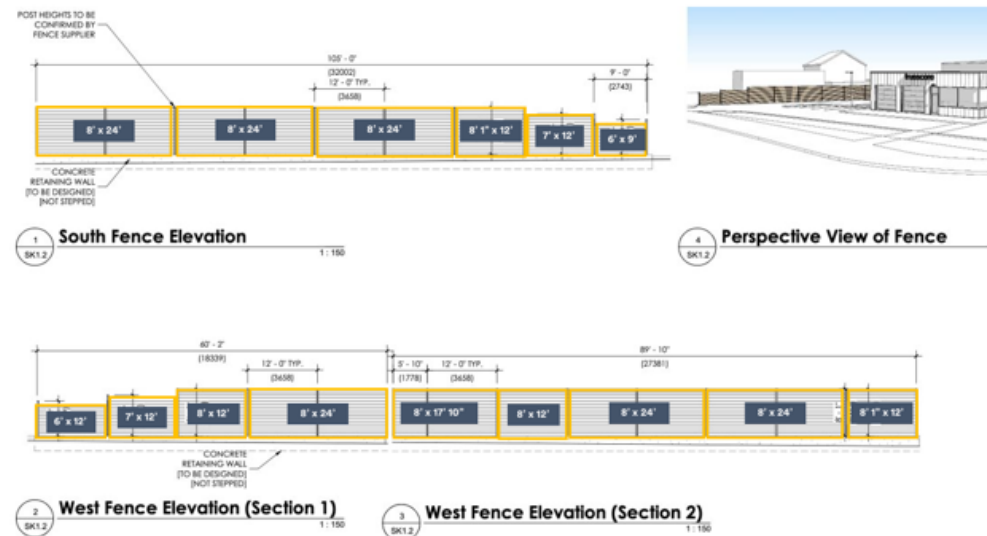
## Phase 1: Art Wall

- Walls on Heit and Hope laneways
  - 15 digital art pieces by local artists, selected and juried by the Kitchener-Waterloo Art Gallery and Downtown Kitchener BIA
  - QR code directed to artists' choice: their webpage or social account, or the DK Art Walk webpage

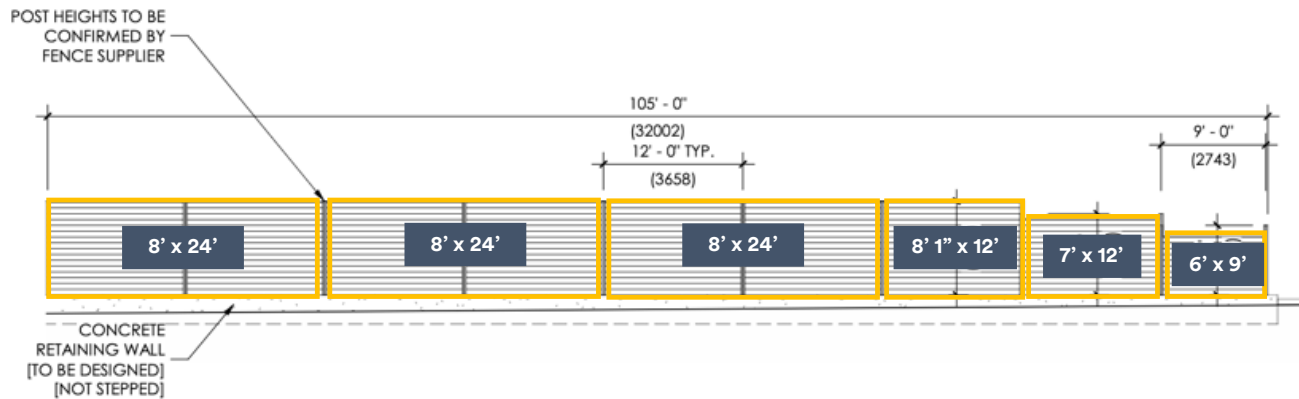
# Phase 1: Art Wall Required Art

Summary: 15 Art Pieces

- 6x 8' x 24', 1:3 aspect ratio
- 4x 8' x 12', 2:3 aspect ratio
- 2x 7' x 12', 7:12 aspect ratio
- 1x 8' x 18', 4:9 aspect ratio
- 1x 6' x 12', 1:2 aspect ratio
- 1x 6' x 9', 2:3 aspect ratio



\*All production and installation fees covered by the DK BIA and sponsors

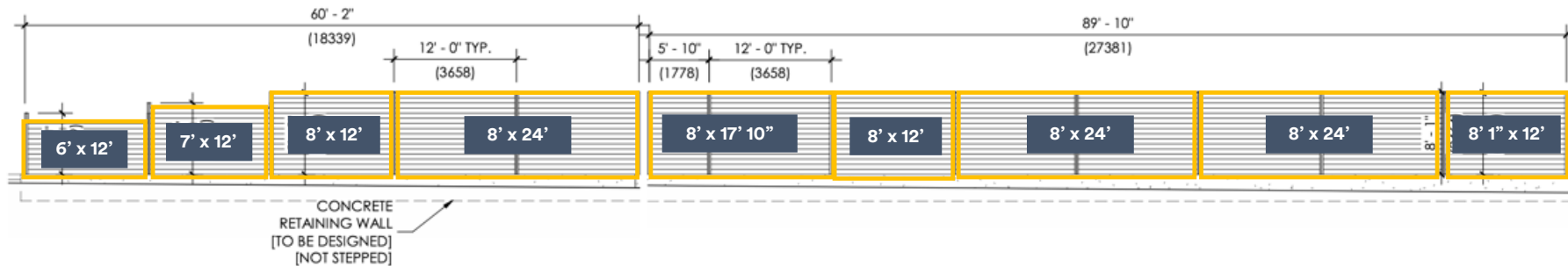


1 South Fence Elevation

1:150



4 Perspective View of Fence



2 West Fence Elevation (Section 1)

1:150

3 West Fence Elevation (Section 2)

1:150





Thank you  
for your  
consideration  
and submission