

**LITTLE ITALY BIA**

# **CALL FOR ARTISTS**

*Request for Expression of  
Interest and Proposals*

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**APPLICATION DEADLINE:  
JUNE 30, 2021**



# Project Overview

The Little Italy BIA has received a grant to celebrate the City of Toronto's Outdoor Mural & Street Art Program.

The aim of this project is to celebrate the strong heritage of Little Italy. This theme centers on honoring prominent individuals, groups, buildings, businesses, and events that shaped Little Italy. It aims to provide residents and visitors with the colourful stories and imagery of how Little Italy became one of the most unique, well-known, and inclusive neighbourhoods in Toronto.

## Project Details

### **Budget:**

\$5000 - Including Materials, Production, and Artist fees

### **Timeline:**

Full Completion by September 30, 2021, Installation dates to be agreed up by the Artist(s) and the BIA Coordinator.

### **Project Deliverables:**

- The final product shall be a permanent mural that is made of appropriate and durable materials for an outdoor setting in all Toronto weather conditions.
- Purchasing and supplying all materials, labour, and equipment required for the protection, including anti-graffiti coating. A copy of all receipts and invoices will be submitted to the BIA Coordinator with the artist's invoice or upon request.
- A title and a short written blurb as to the artist's interpretation of the work for the Committee to review.
- Three posts about the project on the artist's social media accounts that tag the Little Italy BIA.
- Completion of the project within the budget and while meeting deadlines as outlined.
- Any touch-ups at no cost for the first year for minor damage/vandalism. Any paint materials left over will be returned to the Little Italy BIA for storage for this purpose. Be available for maintenance of the artwork at a mutually agreed upon fee after the first year if applicable. Provide records of any colours or materials information to the Little Italy BIA for future larger-scale maintenance requirements.

### **Location:**

702 College Street



# Project Theme

The mural will be a visual depiction of Sophia Loren, paying tribute to the actress who not only brought culture and style to the silver screen but was also a visitor to our neighbourhood. In 1979, on a North American tour to promote her autobiography, Loren made stops along College Street. Her visit was also to view the unveiling of a plaque in her honor placed on the wall of the CHIN Radio building. College Street was temporarily renamed “La Via Sophia” for her visit to Little Italy.

This mural will capture the likeness and spirit of Sophia and her visit to Little Italy, in portrait. This iconic woman is a reminder of strength, grace, and moments that shaped College Street to those in the neighbourhood. She is a strong supporter of women in the arts and often speaks about being confident in your own skin, not letting anyone control your life. She is admired widely by people of all ages and transcends cultural and language barriers. Little Italy wishes to bring together her strong spirit and the history of Little Italy through this mural.



# Expression of Interest Submission

Submission must be complete and sent electronically as one PDF document containing the information below by **June 30, 2021, at 3 pm EST.**

1. Contact Information - Artist(s) full name or names (if collaborative), address, phone number, email address, and website (if applicable).
2. A mock-up of the portrait for Committee Consideration, with title, written blurb of artists' interpretation, and budget for your proposal.
3. Resume or Curriculum Vitae - A copy of the Artist(s) resume
4. Image of Past work - Please include images of past work that best illustrates qualifications for this project such as experience creating innovative art, or public outdoor artwork. A link to your portfolio or website will also be accepted.

Submit via email to [coordinator@tolittleitaly.com](mailto:coordinator@tolittleitaly.com)

By Submitting, the artist is agreeing to the process and detail outlined above. Only shortlisted artists will be invited for an interview and site visit in June or July. Should an offer be made, the artist will have a maximum of 5 business days to review and return the signed contract. Little Italy BIA will have no responsibility for any expenses or fees for work done by the artist before the artist has accepted the job. The Little Italy BIA has the right to pause, edit, or cancel the artist selection process at any time for any reason.

