

2024 Safe Pathways Murals | Nine Locations

Call to Artists



Subject: Call to Artists to Design and paint murals.

The Town of Okotoks is thrilled to announce an exciting opportunity for artists to help increase safety on Okotoks pathways. We invite talented and passionate artists to submit their proposals to design and paint Safe Pathway murals in select locations on Okotoks pathways.

This project is an opportunity to add to the beauty of our Town and help make our pathways even safer.

Key Details:

- One to nine artists will be selected to design and paint one to nine murals in select locations on Okotoks pathways.
- Size: 1.5 metre by 1.5 metre (1.5m x 1.5m)
- Shape: can be anything that fits within this box: Circle, triangle, rhombus, freeform, etc. (see Appendix A)
 - The box (frame) is not part of the design unless specified by the artist.
- Fun and colourful murals are encouraged.
- Each mural must clearly convey one of the following pathway safety messages.
 1. Be courteous and respectful of others.
 2. Cyclists, skateboarders, e-scooters users and in-line skaters yield to walkers and joggers.
 3. Stay to the right, except when passing.
 4. Slow down and use turn signals.
 5. Use a bell, whistle, horn or voice when passing.
 6. Use caution on hills, in curves and on or under bridges.
 7. If you ride after dark or in bad weather, use a light and reflectors.
 8. Maximum speed 20 km/hr
 9. Stay on designated pathways and trails.
- Though not essential, ideally, murals should be understandable from either direction.
- *NOTE: Murals may only last for one season.*



Paint dates:

- May, 2024

Compensation:

- \$750 per mural
 - Design, tools and installation supplied by the artist.
 - Paint supplied by the Town of Okotoks
 - Locations provided by the Town of Okotoks

Submission Requirements:

- Artist Statement: A brief (one page max) artist statement of your artistic background, inspirations, and approach to creating art.
- Portfolio: Showcase a selection of past work that highlights your artistic style, versatility, and proficiency in creating visually engaging artwork. Include images or descriptions of previous mural projects, if available.
- Include three references or testimonials from previous clients, teachers or collaborators to provide evidence of your professionalism and quality of work.
- Provide a description or sketch of one to nine proposed designs for each mural subject using the attached template. (See Appendix A)
- All contracted artists are required to present proof of \$5M insurance and Workers Compensation Board coverage.

Interested artists are invited to submit their expressions of interest online using the [Call to Artists form](#). Questions can be submitted to Allan Boss, Culture & Heritage Team Leader at culture@okotoks.ca with the subject line "Safe Pathways" by March 31, 2024.

The Town of Okotoks values equity, diversity, and inclusion where every person has a right to equal treatment; and where we are strengthened by diverse backgrounds, perspectives, and experiences. Building an equitable, diverse, and inclusive community that is collaborative and supportive of all residents is a priority and marginalization is not tolerated.

APPENDIX A – Mural Design Template

